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March 1, 1939

S79X

BROADCASTING

Broadcast Advertising

Vol. 16 ➤ No. 5

MARCH 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in Febr...

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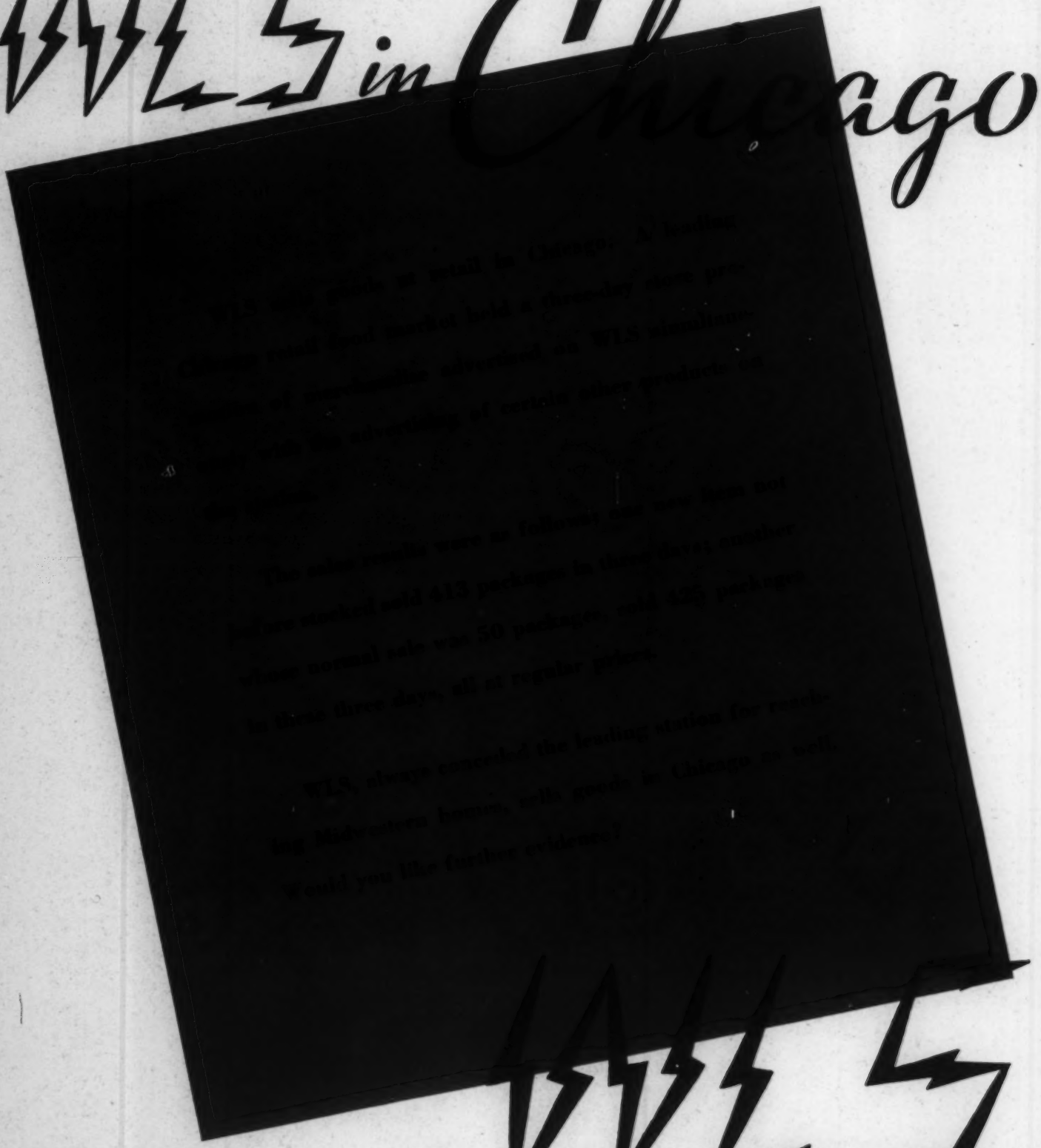
Petty father berates son for not responding as 5579 WOR listeners did to nine requests for 36¢ proof of purchase for tricky trinket.

Five of 5320 dog-minded people who succumbed to four WOR mentions offering dainty dog tag, discuss life (abridged) and morals minor.

Swaggering swain boasts that HE is one of 1658 smart WOR listeners who wrote for household gadget when mentioned three times on WOR.

Benevolent bore, one of 6068 (not bores), who sent dime and 13¢ proof of purchase for gadget when five WOR broadcasts featured it.

WLS in Chicago



WLS

THE PRAIRIE FARMER STATION

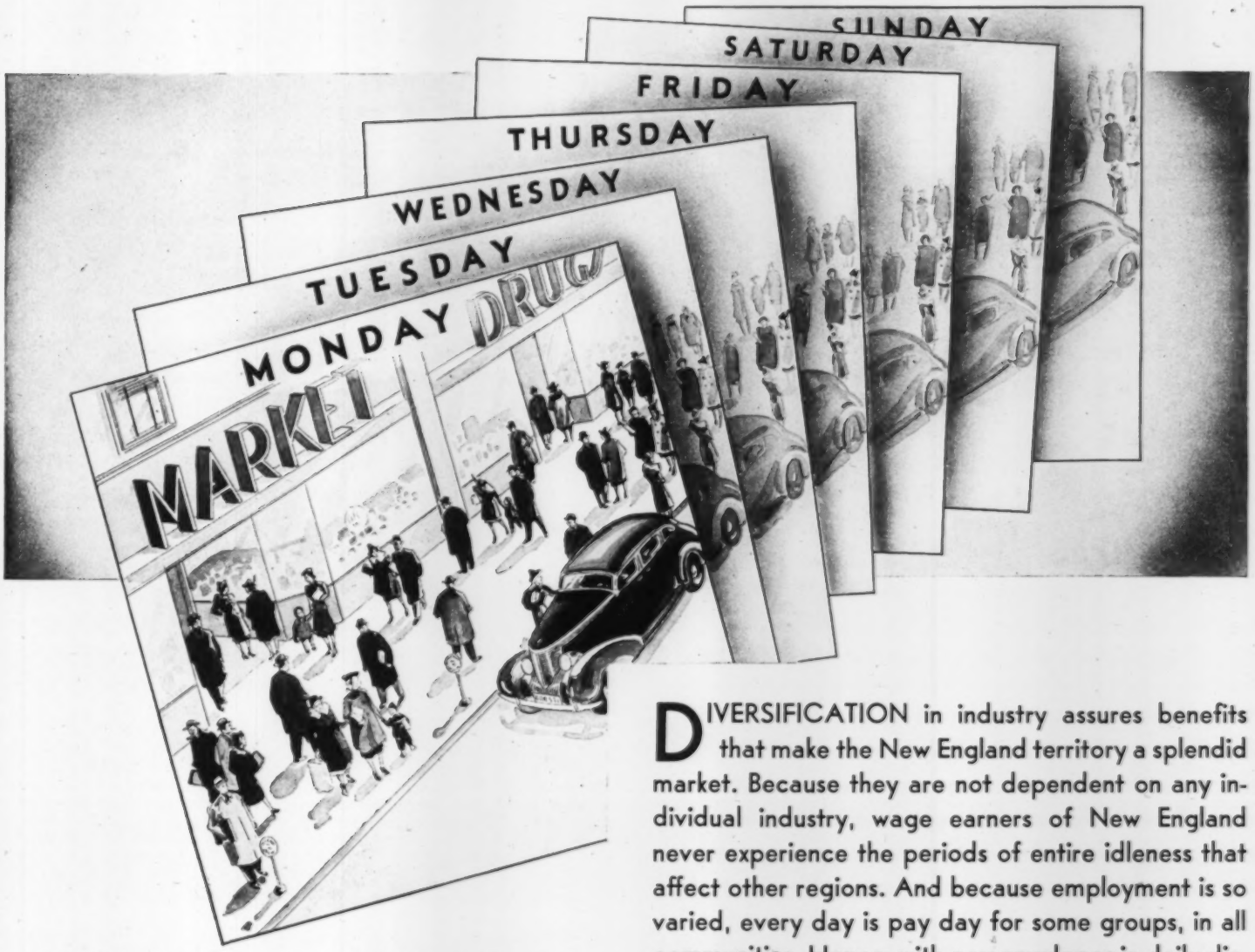
Burridge D. Butler, *President* (*Chicago*) Glenn Snyder, *Manager*

Represented by

JOHN BLAIR & COMPANY

New York • Chicago • Detroit • Los Angeles • San Francisco

Reach New England's EVERY DAY Market . . .



WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		

DIVERSIFICATION in industry assures benefits that make the New England territory a splendid market. Because they are not dependent on any individual industry, wage earners of New England never experience the periods of entire idleness that affect other regions. And because employment is so varied, every day is pay day for some groups, in all communities. Hence, with pay envelopes in daily distribution every day is marketing day.

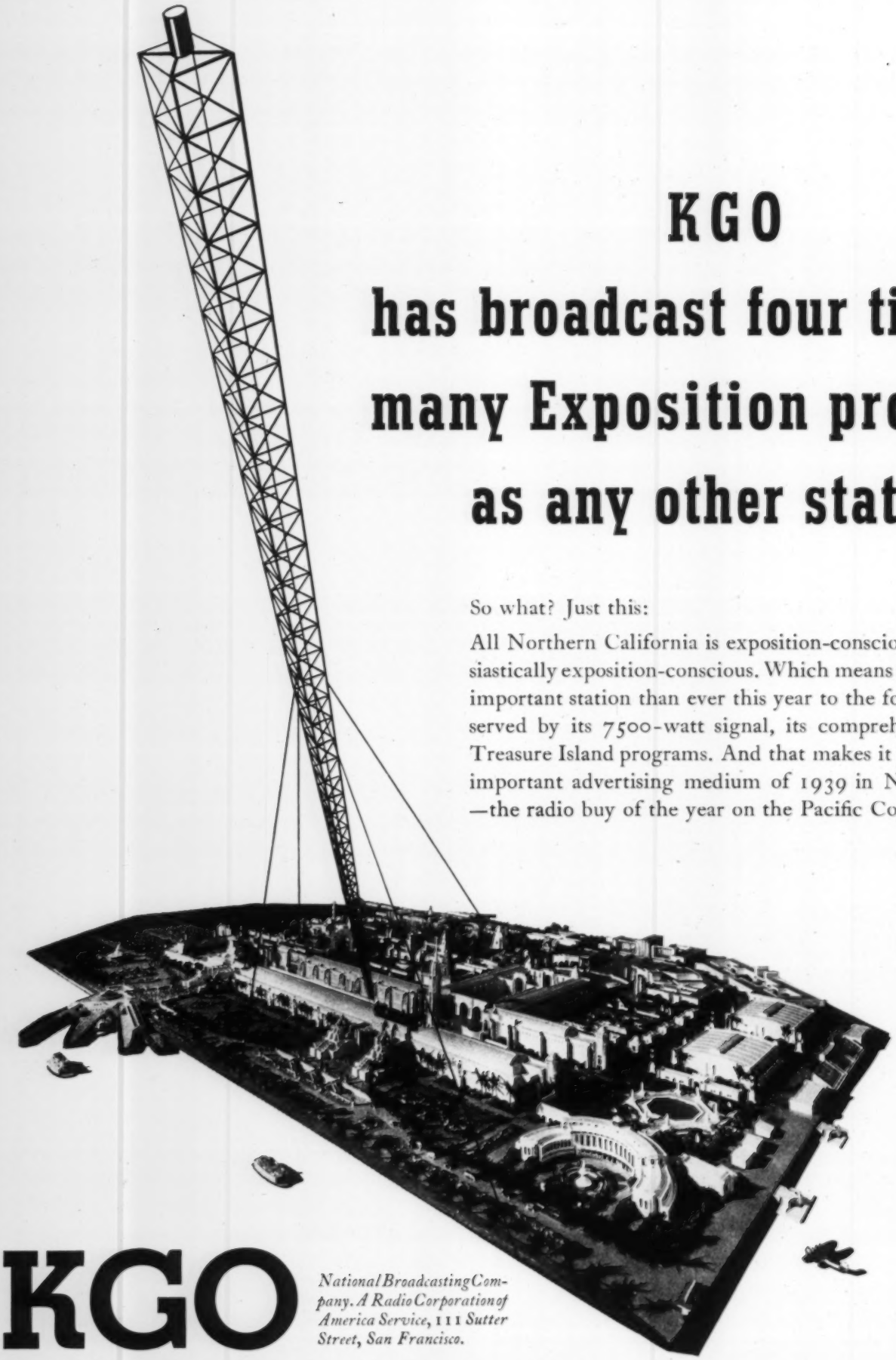
You can reach this vast and constantly active market, effectively and economically, through the 17 stations of The Yankee Network.

This network extends from end to end of New England, giving coverage of all important trading areas including every city of 100,000 or more population and of many in-between cities and towns.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



KGO has broadcast four times as many Exposition programs as any other station

So what? Just this:

All Northern California is exposition-conscious—rabidly, enthusiastically exposition-conscious. Which means that KGO is a more important station than ever this year to the four million listeners served by its 7500-watt signal, its comprehensive schedule of Treasure Island programs. And that makes it just about the most important advertising medium of 1939 in Northern California —the radio buy of the year on the Pacific Coast.

KGO

National Broadcasting Company. A Radio Corporation of America Service, 111 Sutter Street, San Francisco.

COMMANDS THE EXPOSITION MARKET

XUM

RURAL FAMILIES DELIVERED... BY CBS

This latest addition to the shelf of basic radio studies from the Columbia Broadcasting System is available upon request at 485 Madison Avenue. Its fact-filled findings on *Rural America* are summarized (with maps) in the following 3 pages

DISTRIBUTION OF TYPICAL RURAL COUNTIES

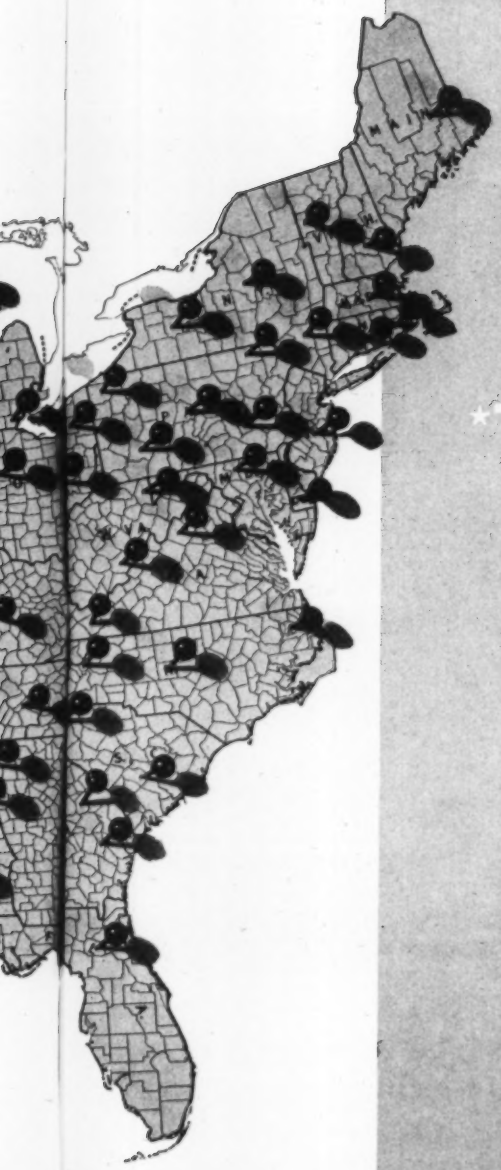
IN JOINT COMMITTEE AND CBS RURAL STUDIES

WE THANK THE EXPERTS...

They set up an approved technique for investigation of rural radio listening habits.* We followed the experts in every detail of their technique, including their choice of typical rural counties. These counties were selected, of course, without reference to the rural coverage delivered by any one network. We were glad to use them—for sake of conservatism—because, as it happens, the *CBS* clear-channel stations were *farther* from these counties than those of other networks!

On the facing page are some of the things we did, the facts we found:

**The technique for studying rural radio America was developed by the Technical Committee of the Joint Committee on Radio Research for the 1938 rural study, jointly financed by CBS and NBC.*



WE used the *same* definition of rural America
used the *same* personal-interview technique
employed the *same* expert research investigators*
went into the *same* counties
opened the *same* farm doors

as did the Joint Committee

***THEY** found that **87%** of all rural families interviewed listen regularly in the evening to CBS
—and that **72%** of all rural families interviewed listen regularly in the daytime to CBS

They found a larger regular audience, day and night, listening to CBS than to any other network!

CBS PROGRAMS PENETRATE RURAL AMERICA

80.9% of *all rural families* interviewed
listen to Major Bowes

71.8% of *all rural families* interviewed
listen to Eddie Cantor

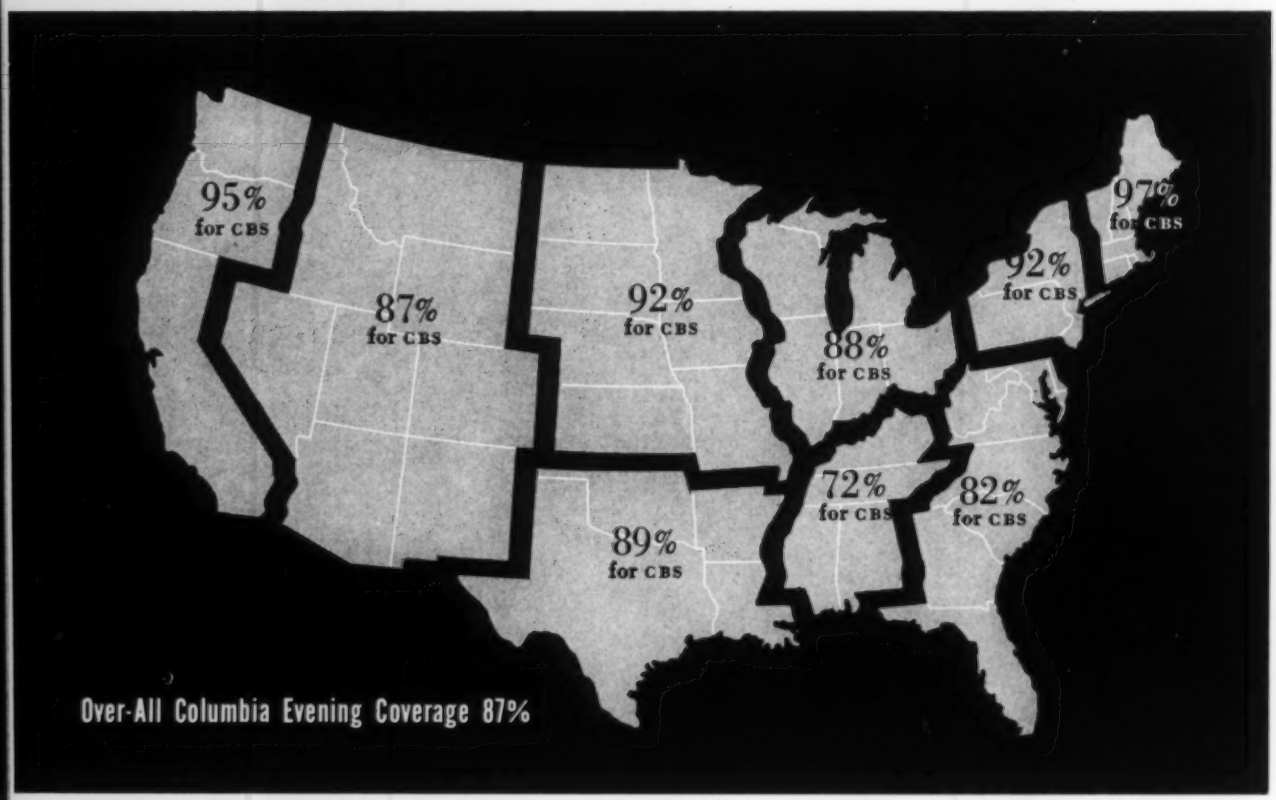
57.8% of *all rural families* interviewed
listen to Kate Smith

26.7% of *all rural families* interviewed
listen to the New York Philharmonic

The investigators found that each of the above programs has a bigger audience in the *upper* third income group than in either middle or lower thirds. Rich farmers listen more!

XUM

CBS RURAL COVERAGE BY GEOGRAPHIC AREAS: NIGHT



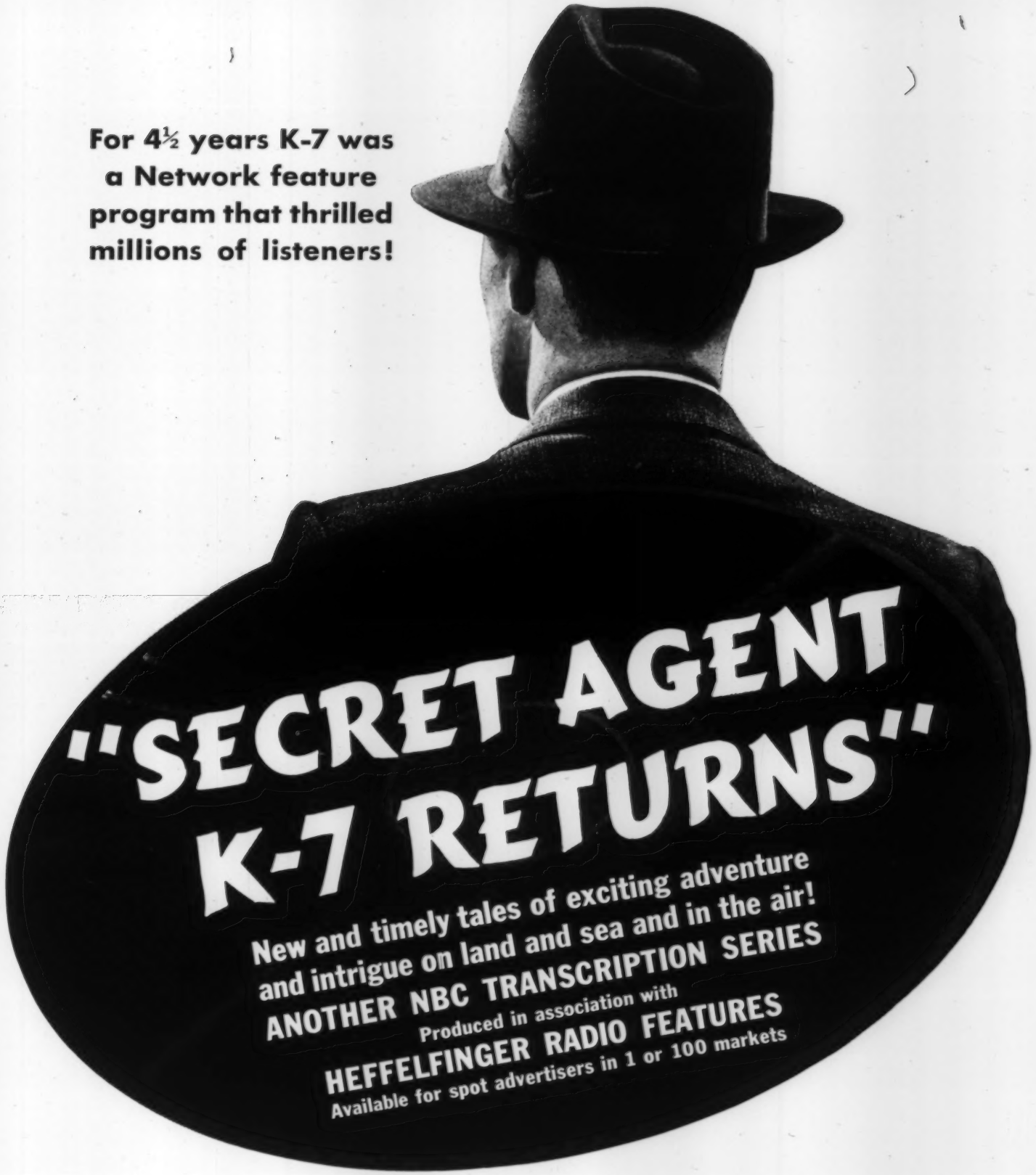
Above: The percentage of rural families in each geographic area, which listen *regularly* to CBS Stations in the evening. 100% = All rural families interviewed by Hooper-Holmes.

THESE data were impartially, independently gathered by Hooper-Holmes, to determine the Columbia Network's *rural radio audience* and its listening habits. No network was mentioned by name by the investigators. The question asked being: "*To what stations do you listen regularly?*" We have summarized the answers for CBS alone, above. But our complete files are open to you, if you wish to see them.

COLUMBIA BROADCASTING SYSTEM

THE WORLD'S LARGEST RADIO NETWORK

XUM


For 4½ years K-7 was a Network feature program that thrilled millions of listeners!
"SECRET AGENT K-7 RETURNS"
New and timely tales of exciting adventure and intrigue on land and sea and in the air!
ANOTHER NBC TRANSCRIPTION SERIES
Produced in association with
HEFFELFINGER RADIO FEATURES
Available for spot advertisers in 1 or 100 markets

For further information regarding the program, "SECRET AGENT K-7 RETURNS," write

Electrical Transcription Service

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service . . . 30 Rockefeller Plaza, New York . . . Merchandise Mart, Chicago

XUM

WITHIN THE "GOLDEN HORSESHOE"

HER MARKET BASKET IS WORTH MORE THAN *Half a Billion!*

Folks who live within the "Golden Horseshoe" eat more than half a billion . . . yes, closer to three-quarters of a billion dollars worth of foodstuffs in twelve short months! That is more than twice the annual food bill of the nation's second largest city!

And the "Golden Horseshoe," that area blanketed by WJR and WGAR, is one of the nation's richest markets! More than two and one quarter million families living in an area where only several hours travel separates the farthest points! A combined metropolitan and rural market in which retail sales practically match those of New York City! A hundred thousand retail outlets . . . and two great radio stations through which to sell your product!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 5 WASHINGTON, D. C., MARCH 1, 1939 $3.00 A YEAR—15c A COPY

Industry to Fight Legislative Shackles

By SOL TAISHOFF

White 11-Man Bill Blocks Wheeler 3-Man Commission; NAB Announces Policy; Pan-American Plan Revived

DESPITE a sudden letdown in the Administration drive for "ripper" legislation which would sweep out of office the present seven-men FCC and replace it with a three-man board, there is a strong New Deal pressure to have President Roosevelt not only foster such action at this session but also to force through legislation for a Government-owned Pan-American shortwave station.

When Senator White (R-Me.) on Feb. 22 introduced his own bill (S-1520), proposing an 11-man FCC to forestall hasty consideration of the McNinch-drafted Wheeler Bill (S-1268) for a three-man agency, the atmosphere suddenly became calm. In high legislative circles it was said that neither bill had any chance at this session. Moreover, the fact that the Democratic leadership in Congress is shooting for June adjournment, plus the current overtures of the Administration for a "breathing spell" for business, gave added credence to this view.

Chairman McNinch, however, is determined to push through his plan, which the President endorsed in advance. And the assertion that the President "wants" a Pan-American shortwave station to broadcast regularly to Latin American neighbors, has been more than broadly hinted in New Deal circles. Chairman McNinch himself, as head of the special Interdepartment Committee on International Broadcasting, made up of departmental heads, is expected to be the spearhead of this movement.

Hearings Uncertain

As things stand now, no definite time has been set for opening of hearings before the Senate Interstate Commerce Committee on the Wheeler and White bills. Chairman Wheeler (D-Mont.) has indicated hearings might possibly be called by March 15, though the date was quite uncertain. He has relented somewhat from his original strong position for the three-man bill, particularly after talking to committees representing the NAB, and is now disposed to accept compromise proposals.

That the industry will resolutely oppose any restrictive legislation which will "hamper the system" as it exists, was made clear by the NAB board of directors at a special meeting in Washington Feb. 27 and 28 [see statement on page 13]. At the time the call for the meeting was issued by President Neville Miller, the legislative picture was at white heat.

Even though the outlook was uncertain at the time it met, the board neverthless decided to make a declaration as to the principles it felt should serve as guides in the formulation of public policy regarding communications and broadcasting. The NAB executive committee a fortnight earlier had promised to submit to Senator Wheeler a statement of its position with regard to a change in the law.

While the board did not espouse either the three-man Wheeler Bill as drafted by Mr. McNinch, or the 11-man White Bill, it nevertheless couched its statement in such terms as clearly to oppose the former, and in general give support to the fundamental principles of the White measure. Taking no position whatever on the number of commissioners, it said merely that the agency "should be large enough to dispel any doubt of the Government's desire for democratic regulation."

Hits Mass of Questionnaires

Opposing any "radical changes in regulatory policy", the NAB board asked for recognition of the basic and fundamental differences between broadcasting and common carriers. Pointing to the inherent difficulties in the effort of a single agency attempting to regulate such diverse types of industry, the board said it believed "Congress should take cognizance of that diversity and make provisions for it in the setup of the Commission."

That stand conforms with the provision in the White Bill for two separate and autonomous divisions —one for broadcasting and the other for common carriers. But the board went further by alluding to the plethora of FCC questionnaires on finances, programs, employment and related matters. These, it said, obviously "come from an atmosphere of common carrier legislation". Without saying so, it implied that the accounting activities of the present FCC should be delegated exclusively to the common carrier division or agency, should ultimate reorganization legislation be evolved.

Censorship "Joker" Seen

There was also sharp warning on program censorship, such as that inferred from the provision in the McNinch-drafted Wheeler Bill for a department of research and information, which would encourage listener reports on programs.

Asserting there must be no censorship, the committee stated that Congress has expressly forbidden it and that the American people have been their own best censors. It is not possible "by legislative fiat to establish taste or standards", the committee asserted, "and we feel strongly that Congress does not desire to, and should not, depart from its established policy. Moreover, we feel that any proposal in legislation looking toward that result, should be defeated."

Appellate Confusion

Clarification of the appellate procedure in the existing Act—a provision made in the White Bill—also was asked by the NAB. As an administrative agency, the functions of the regulatory board should be clearly expressed, it stated, and its actions should be "more clearly subject to judicial determination by courts established for such purpose", it stated.

Finally, the committee announced that in accordance with the principles it had enunciated, it had requested President Miller to appear before the appropriate Congressional committees when and if hearings are called.

What steps will be taken in the immediate future on the legislative proposals probably will await President Roosevelt's return to Wash-

Atlantic City Selected by NAB For Convention July 10 to 13

THIS year's NAB convention will take place in Atlantic City July 10-13. The Ambassador Hotel, on the ocean front, will be headquarters.

Formal announcement of the final decision was made Feb. 27 by NAB President Neville Miller after the executive committee had authorized a transfer from San Francisco to the East, primarily because of the troubled legislative situation but also because smaller stations had complained. Preliminary plans already have been made with the Ambassador Hotel management for convention accommodations. Program details remain to be worked out.

The time and place are definite, it was stated. Last December the board of directors selected San Francisco, in July, for the convention, leaving the actual dates to President Miller. The San Francisco Fair, forcing premium rates on hotel accommodations, plus other developments, combined to thwart that action.

While the dates are fixed as July 10-13, it is tentatively planned to assign the first day—Monday—to subsidiary sessions rather than the convention. Such groups as Independent Radio Network Affiliates, National Association of Regional Broadcast Stations, National Independent Broadcasters, Clear Channel Group, sales managers and various committees would hold their sessions on that day, preliminary to the convening of the convention itself on Tuesday.

The convention itself, under this plan, would run only two days—Tuesday and Wednesday—at which time it could handle definitely scheduled business. Should the necessity arise for an additional day, it is felt arrangements easily could be made.

It is expected the NAB executive staff will follow the suggestion made by the executive committee at the meeting in Washington last month, that no "name" speakers be invited from outside the industry. Instead, recommendations were that industry problems be discussed

(*Continued on page 69*)

ington about March 4. Political lines already have been drawn, with the Republican National Committee apparently determined to make Chairman McNinch its target in opposing the Wheeler Bill as an Administration effort to get a death-grip on broadcasting as the most important medium in moulding public opinion.

This strategy was detected in the Feb. 17 outburst of Senator White in which he directed all of his fire against Chairman McNinch, and described the bill as a "legislative purge of commissioners of independence and courage". The fact that the President himself launched the Wheeler Bill by calling for a reorganization of the FCC and by delegating Mr. McNinch to write it, also adds to the partisan flavor of the impending fight.

Commissioners Don't Like It

The FCC itself is in a dilemma. Strong feeling exists among its members because the three-man Commission proposal, if enacted, would automatically mean the demise of the existing Commission. While no poll has been taken of the FCC, it is a safe bet that the vote against the Wheeler Bill and in favor of the White Bill would be 6 to 1, with Mr. McNinch on the short end.

More than that, the FCC is faced with the possibility of having no appropriation for the 1940 fiscal year which begins July 1. The House dropped the FCC $2,038,000 appropriation from the Independent Offices Appropriation Bill when it initiated the legislation in January. The Senate followed suit ten days ago and the bill has become law with no FCC funds. If no reorganization legislation is drafted, it will be necessary to provide funds by a deficiency appropriation and there is the chance, though slight, that the appropriation might be cut or even dropped.

Pan-American Station

Little has been stirring in recent weeks on the drive of last year for funds for a Pan-American Government-owned international broadcasting station. The Celler Bill and several companion measures were beaten at the last session when the NAB, through its interim president, Mark Ethridge, of WHAS, Louisville, appeared before the House Naval Affairs Committee and attacked the measure as a wedge toward Government ownership. The committee showed scant sympathy for the bill and refused to report it out.

Rep. Celler (D-N. Y.) has introduced a new bill for such a station in Panama instead of in Washington, as he had at first proposed, but it is at present pigeonholed in committee. Though there have been veiled warnings that the Administration will brook no opposition to the new project for such a station, it is a foregone certainty that the industry, through the NAB, will vigorously oppose any such effort as soon as it comes up in committee.

* * *

Labelled clearly as an opposition bill to the Wheeler plan, the White measure is acting as a deterent against reorganization legislation of any sort at this session. As a matter of fact, Senator Wheeler already has indicated his ardor has cooled on his own bill and that he is willing to compromise his views with Senator White's.

The only word from the Senate Committee is that hearings "might" start by March 15. Chances are, however, that hearings will not begin by that date and in some quarters extreme doubt was expressed as to whether any would be held this session at all.

Even if hearings are held by the Senate Committee, the picture on the House side is far less encouraging. Chairman Lea of the House Interstate Commerce Committee, who has introduced a companion bill to the Wheeler measure, has stated repeatedly he would not have his committee consider the legislation until Senate action has been taken.

SALIENT FEATURES OF THE WHITE BILL

FOLLOWING are the principal provisions of the White Bill (S-1520):

1. Abolishes offices now held by members of the FCC and provides for appointment of 11 members, as against the three-man proposal in the Wheeler bill. All subordinate offices would remain the same.

2. Creates two autonomous divisions of five members each to be known as (a) Division of Public Communications, handling broadcasting, television and related services, and (b) Division of Private Communications, dealing with common carriers and related non-broadcasting services.

3. Provides that chairman would not sit as a member of either division but should be chief executive officer and in effect the administrator, with no vote on division actions. The chairman would draw $12,000 per year as against $10,000 for other members.

4. Provides that members of each division be appointed originally for two, three, four, five and six years, respectively, and thereafter for six-year terms. Chairman initially would be appointed for two years with subsequent appointments for six-year terms.

5. Requires whole commission should function only on allocations of frequencies to various radio services and handle rules of general rather than specific application; also to act on matters not specifically within the jurisdiction of the two established divisions.

6. Requires licenses for broadcast stations be automatically issued for a minimum term of one year and for not more than three years, as against the present six-month licenses.

7. Broadens the political section of the law so that while no licensee would have power to censor programs he would not be required to broadcast slanderous or libelous matter. Licensee is given the right to demand and receive a complete and accurate copy of the material to be broadcast in advance.

8. Requires identification of speakers on public or political questions. The speaker would disclose in writing the names of persons or organizations upon whose behalf the broadcast is made, to be announced both at the beginning and the end of such broadcast. Officials would be identified as to the office held and as to whether it is elective or appointive and by what political unit or official the election or appointment is exercised.

9. Changes appellate provisions to permit appeals from denial of transfers of stations and from experimental and temporary grants along with revocations, suspensions, modifications and other FCC instruments of authorization. This broadens materially the present act and eliminates misunderstandings on the right of appeal, particularly from experimental authorizations and transfer denials.

10. Provides for rehearing and reconsideration of petitions by the particular division rather than the full Commission since each division would be completely autonomous and since in effect it would be two separate Commissions under one roof.

11. Reinstates requirement for examiner's reports, which would mean a return to the procedure abolished by Chairman McNinch and would supplant existing procedure of proposed statements of fact by the Commission rather than examiner's reports and recommendations.

Drawn for BROADCASTING by Sid Hix

"Why Didn't We Think of That, Dudley!"

White Delivers Sharp Attack

Senator White, recognized as the foremost authority on radio in Congress, introduced his measure after he had issued a blistering attack Feb. 17 on the Wheeler bill and its sponsor, Chairman McNinch. Declaring the measure served no good end whatsoever, he said it was "crude in draft, wrong in principle, political in purpose, and carries in its terms and implications a sinister threat to all our communication facilities and to the country itself."

Prior to the introduction of his bill, Senator White had conferred with members of the NAB legislative committee and with a number of legal practitioners before the FCC as well as others identified with broadcasting and communications. He had the whole matter under advisement for several weeks—in fact, long before the McNinch measure was introduced by Senator Wheeler. For several years Senator White has advocated a far-reaching fact-finding inquiry with a view to rewriting and modernizing the law.

From the industry standpoint, the White proposal for a clear demarcation between broadcast and non-broadcast regulation is generally favored. However, there was no unanimity of view that the 11-man proposal is the answer, and there is general opposition to the McNinch-Wheeler three-man proposition because of the dangers inherent in a "totalitarian" type of administration where the chairman would be the key figure, with the possibility that at least one "puppet" commissioner would always vote with him.

Autonomous Units

In introducing his bill, Senator White told the Senate he recognized "infirmities" in it but said he felt the substantive provisions were sound and should be considered by the committee whenever the Wheeler Bill is taken up.

He admitted also that he did not regard it as imperative that the number of commissioners should be 11 but that he did think it necessary that there should be a breakdown into divisions, whether the number be 7 or 11 or whether the divisions be three or five men. There should be a "statutory breakdown and statutory jurisdiction in the divisions," he said, in calling for completely autonomous units.

The proposed Division of Public Communications would handle all matters dealing with broadcast-

(*Continued on page 70*)

NAB Picks Copyright, Program Groups As Board Votes to Promote Industry

COMMITTEES to handle the broadcasting industry's copyright and program self-censorship regulation problems were announced by NAB President Neville Miller following meetings of the NAB board of directors in Washington Feb. 27-28. At the meetings the board approved the joint NAB-RMA plan for industry-wide cooperation in promoting listening as well as receiving set sales.

Mr. Miller will act as ex officio member and chairman of each committee. The copyright committee was directed to meet in the Hotel Ambassador, New York, March 13, and the program committee at the same place March 16.

The copyright committee, which will prepare for negotiations with ASCAP for modification of existing contracts which expire Dec. 31, 1940, will include Edwin W. Craig, WSM; Walter J. Damm, WTMJ; John Elmer, WCBM; Mark Ethridge, WHAS; Gregory P. Gentling, KROC; Edward Klauber, CBS; Lenox R. Lohr, NBC; Clair R. McCollough, Mason-Dixon Group; John Shepard 3d, Yankee Network; Theodore C. Streibert, MBS and WOR; Harold Wheelahan, WSMB.

The self-regulation committee, which will survey available data and suggestions relating to program policies with a view to broadening the industry Code of Ethics to eliminate objectionable broadcast matter, will include Edgar L. Bill, WMBD; E. B. Craney, KGIR; Walter J. Damm, WTMJ; Earl J. Glade, KSL; Herb Hollister, KANS; Edward Klauber, CBS; Lenox R. Lohr, NBC; Paul W. Morency, WTIC; Samuel R. Rosenbaum, WFIL; Theodore C. Streibert, MBS and WOR; Karl O. Wyler, KTSM.

The board adopted a plan under which it will collaborate with the NAB Sales Managers' Committee in promoting radio as an advertising medium. Material designed to sell radio in competition with other media will be developed by the NAB in collaboration with the Sales Managers' group through a "Bureau of Radio Advertising" which would become radio's counterpart of the Bureau of Advertising of the American Newspaper Publishers Assn. The plan was projected by Ed Kirby, NAB public relations director, and entailed no funds. It will be supervised by Mr. Kirby and Paul F. Peter, NAB research director.

In approving the joint NAB-RMA plan, the board authorized expenditure of additional funds in the handling of preparatory work. Several weeks ago both NAB and RMA appropriated $2,500 each to launch the preliminary work.

With all but five of the 23 members present, the board ratified the action of NAB trusteees of the NAB Bureau of Copyrights in transferring the public domain recorded library to Langlois & Wentworth. The board decided to cooperate with the Advertising Federation of America, of which the NAB is an affiliate, and hold a departmental on radio advertising in New York during the AFA convention June 18-22. Craig Lawrence, sales manager of Iowa Broadcasting System, as chairman of the Sales Managers' Committee, will preside at the departmental and arrange it.

Mr. Miller outlined the status of the Federal Radio Education Committee fund to which the industry is pledged to contribute $83,000 towards a $250,000 fund for educational broadcasting projects. The total pledged of the $83,000 commitment is approximately $46,000, he declared, of which $36,000 has been paid. Approximately $28,000 in cash has been turned over to Dr. John W. Studebaker, U. S. Commissioner of Education, who is chairman of the Committee.

Present were John Shepard 3d, Yankee Network; Harry C. Wilder, WSYR; Clair R. McCollough, WDEL, John A. Kennedy, WCHS; W. Walter Tison, WFLA; Mark Ethridge, WHAS; John Fetzer, WKZO; Walter Damm, WTMJ; John J. Gillin Jr., WOW; Earl H. Gammons, WCCO; Herb Hollister, KANS; O. L. Taylor, KGNC; Gene O'Fallon, KFEL; Ralph R. Brunton, KJBS; Donald W. Thornburgh, CBS Los Angeles vice-president; Lambdin Kay, WSB; Frank M. Russell, NBC Washington vice-president, and John Elmer, WCBM, Baltimore. Absent were E. W. Craig, WSM; Elliott Roosevelt, Texas State Network; Harold V. Hough, WBAP-KGKO; C. W. Myers, KOIN; E. A. Allen, WLVA.

Holding *Good News* Time

GENERAL FOODS Corp., New York, after it has terminated its alliance with M-G-M Studios in the production of the NBC program *Good News of 1939* on June 29, is planning to retain the same network time on Thursday from 9 to 10 p. m., for which it has contracted until Jan. 1, 1940, and will present a new Hollywood show. Keeping the same title of *Good News*, the program will be similar to the present series, with Fanny Brice and Meredith Wilson continuing as stars. Benton & Bowles, New York, is the agency in charge.

Text of NAB Statement on the Legislative Situation . . .

LEGISLATION pending before Congress providing for the reorganization of the FCC requires that the NAB as the spokesman for the industry, make clear to its members and to the public the important issues involved in any proposal to change the basic law setting up the regulatory agency.

NAB feels that the present system of broadcasting in the United States has operated in the public interest and has merited public approval. While the necessity for certain administrative changes may exist, we do not feel that there is any demand upon the part of the public for any fundamental change in the structure of broadcasting itself. On the contrary, it is our earnest feeling that no proposal involving changes in regulatory policy should go so far as to hamper the system which has resulted in superior listening service to the public.

The extent of public acceptance of broadcasting in the United States is evidenced by developments of the past ten years. More than 81% of the families in this country had acquired radio sets in 1938 as compared with 22% ownership in 1927. Listening habits have developed from casual tuning of occasional programs to an average use per day of five hours for each radio set. The radio has become an intimate part of the family life of Americans. These factors are due principally to a system in which private operators have been provided with the proper incentive to win and hold the listeners' attention. By the same token they argue the absence of necessity or desirability for any radical changes in regulatory policy.

We feel that there are certain principles which should serve as guides in the formulation of public policy with regard to communications and broadcasting. These principles include the following:

There must be effective recognition of the basic and fundamental differences betwen the functions, duties and responsibilities of a regulatory agency as they pertain to broadcasting and common carriers. Under the present law, the effort is made to provide regulation by the same agency for both. That, we feel, is an anomaly and has undoubtedly contributed to confusion within the Commission and criticism from without. Inherently there are difficulties in the effort of a single agency attempting to regulate such diverse types of industry. We believe that Congress should take cognizance of that diversity and make provision for it in the setup of the Commission. While we take no position as to the number of Commisisoners, we do feel that the Commission should be large enough to dispel any doubt of the Government's desire for domestic regulation.

There must be no censorship of programs. Congressional policy as expressed in the acts of 1927 and 1934 has expressly forbidden censorship of radio programs and has undertaken to guarantee to the American people their right to be the final arbiters of what they shall hear, and by the same token, what programs shall be broadcast. The American people have been effectively their own censors; their own tastes have elevated the standards of radio and will continue to elevate them. The radio industry readily acknowledges that it is still in a developing stage, but we contend that it is not possible by any legislative fiat to establish taste or standards and we feel strongly that Congress does not desire to, and should not, depart from its established policy. Moreover, we feel that any proposal in legislation looking toward that result should be defeated.

There must be adequate recognition of the principle that the FCC, or whatever other Commisison is created to regulate broadcasting, is an administrative agency functioning under specific mandate of Congress and in accordance with standards enacted by Congress. As the administrative agency executing the mandate of Congress, the functions of such board or commission should be clearly expressed and defined and the rights, duties and obligations of the parties appearing before such board or Commission should be more clearly subject to appropriate judicial determination by courts established for such purpose. Therefore, it is submitted that the appellate procedure in the existing act should be clarified.

At present broadcasting stations are being overwhelmed by questionnaires, demands for information which obviously come from an atmosphere of common carrier regulation. Our feeling is that the continuation of the practice is not only harassing but also dangerous, in that it must inevitably lead to regulation of program content. The association will and must oppose any proposal which gives legislative status to the practice.

In accordance with these principles, the directors of the NAB have requested the president of the organization, Neville Miller, to appear before Congressional committees representing the association.

Appropriation Bill Still Slights FCC

New Reorganization Measure Involves FCC Operation

FCC's status as a Congressional stepchild became more pronounced Feb. 22 when the Senate passed the Independent Offices Appropriations Bill without provision for funds for the agency after June 30. In so doing, it approved the action of the House, which on Feb. 8 entirely eliminated the Commission on the ground that reorganization legislation is pending and that funds should not be provided until action was taken on the change in the FCC makeup.

Budget estimates for the FCC for the 1940 fiscal year beginning July 1 totaled $2,038,175, an increase of approximately $300,000 over the present appropriation. The House Subcommittee on Appropriations eliminated the FCC fund after hearings behind closed doors at which time the reorganization plan, sponsored by President Roosevelt, first was divulged by Chairman McNinch [BROADCASTING, Feb. 15].

Expansion Delayed

The independent offices measure now goes to conference between Senate and House. It was stated authoritatively that there is no chance whatever of including the appropriation in the conference draft. Should reorganization legislation fail at this session, which is considered probable, the only way in which the FCC can procure appropriations will be through a deficiency act or as a rider to some other bill. Meanwhile, the Commission cannot proceed with the expansion it contemplated in the hiring of new engineers, attorneys and accountants.

In the omnibus Government reorganization bill, introduced in the House Feb. 23 by Rep. Cochran (D-Mo.), several independent agencies, including the FCC, are specifically exempted from Presidential reorganization. The Federal Trade Commission is included in the group. The bill provides that other functions may be transferred to such agencies but the plan cannot provide for reorganization within them or the transfer of any function or agency away from them. Thus, FCC reorganization is involved not in the omnibus reorganization bill but only in the pending Wheeler and White measures.

Roma Using 12

ROMA WINE Co., San Francisco (table wines) on Feb. 18 launched a half-hour weekly program, Saturdays, 6-6:30 p. m. (PST) entitled *World's Fair Party With Art Linkletter* on 12 stations of the Mutual-Don Lee network in California. On April 1 another will be added. As a roaming reporter at the Treasure Island site of the Golden Gate International Exposition, Linkletter takes the audience to high spots of the fair, interviewing visitors as he goes. He is assisted by Bill Davidson, of KFRC. Linkletter resigned recently as radio director of the fair, effective April 1. Agency is Cesana & Associates, San Francisco.

State Legislation Fought by ASCAP As Mills Testifies

Dozen Legislatures Consider Fees; Montana Passes Bill

INTRODUCTION in a dozen states of legislation to "rationalize" collection of royalties for music performing rights has sent ASCAP officials and attorneys scurrying to State capitals in an effort to block passage, according to advices reaching Washington.

E. C. Mills, chairman of ASCAP's executive committee, testified Feb. 24 against the bill introduced in the New Mexico State Legislature. Following the pattern of measures introduced in other States, the bill would force full disclosure of copyright ownership by licensing pools and would seek to prevent levying of a licensee fee based on programs which do not include music falling within the license.

In Montana, despite ASCAP opposition, a new copyright law to supplant that enacted in 1937, restricting ASCAP, favorably by the committee passed unanimously Feb. 27 and became law the same day when Gov. Ayres signed it. ASCAP argued unconstitutionality, and hired a local attorney for about a 10-minute presentation. In North Dakota, ASCAP planned to have Mrs. Carrie Jacobs Bond, composer of *A Perfect Day*, appear in opposition to the pending bill.

As applied to broadcasting, it was pointed out, such legislation would prevent imposition of a license fee on gross receipts, irrespective of whether the programs use music, as required by the present ASCAP license. It would compel issuance of a license similar to that given by ASCAP to many newspaper-owned stations, requiring that a percentage of income be paid on programs using ASCAP music only. The New Mexico legislation is similar to that pending before the legislature of Connecticut, and in other states.

E. C. Mills Testifies

In his testimony before the New Mexico legislature, Mr. Mills warned that ASCAP cannot guarantee to grant licenses for performance of individual musical numbers in states which adopt restrictive legislation. Asking for an unfavorable report on the bill, which already has passed the Senate, he charged the statute was originated by A. W. Bennett, NAB attorney, and that networks and large outlets were attempting to make local stations "kicking dogs" for test legislation. He termed it a "preposterous and insolent attempt to impose an undue burden on ASCAP" and "an attempt to harass this organization which is not trying to operate as a profit-making firm, but is in business purely to protect the composers."

This legislation is being sought, Mr. Mills contended, "purely on the assumption that ASCAP will continue to grant licenses for the performance of these musical selections individually." He added he could "in no way guarantee" that such a licensing arrangement would be acceptable but concluded that "although this law is plainly unconstitutional, the Society may elect to let it go into effect merely to show broadcasters what will happen under similar statutes."

Backing up the ASCAP stand were I. E. Lambert, Santa Fe attorney and former RCA counsel, and former Gov. M. C. Mechem, who represented T. M. Pepperday, operator of KOB. Mr. Lambert said he appeared solely as a citizen, and appealed to the Committee to drop the measure, declaring that for 15 years he had represented both RCA and NBC in fighting ASCAP and "these firms are now admitting their mistake." Mr. Pepperday, in a letter which Mr. Mechem read, said "the only solution to the problem of radio performing rights is that offered by ASCAP."

Adopted by Five States

A hearing on the Connecticut bill has been set for March 2.

During the last two years, legislation seeking to make ASCAP and other copyright groups subject to State anti-monopoly legislation has been adopted in five states. Bills having a similar purpose are pending in a dozen States, including New Mexico, Connecticut, Kansas, Oregon and Washington.

At a meeting in Seattle Feb. 16, Washington State broadcasters discussed new legislation to supplant the existing anti-copyright law. Louis Wasmer, president of KHQ and KGA, Spokane, changed his position, it is reported, by asserting that State legislation was not the answer and that he favored repeal of the 1937 law. He espoused the view that amendment of the Federal law was the only solution.

On motion of T. W. Symons Jr., head of KFPY, Spokane, and KXL, Portland, that the 1937 Act should not be repealed unless a suitable substitute is provided, the membership voted 13 to 4 in favor of that course. Mr. Wasmer and Birt Fisher, general manager of KOMO-KJR, cast the dissenting votes against the proposal.

The membership went on record in favor of a new bill repealing the existing Act but following the theory of the "per program basis" of payment.

In addition to activity on copyright in State legislatures, a number of bills have been introduced and passed designed to give broadcasters a degree of protection from libel and slander uttered over their facilities. A number of bills dealing with food, drug and cosmetic advertising also have been introduced.

Ad Lib Advertising Monitored As FTC Broadens Campaign

CLAMPING DOWN on careless informal claims for advertised products by ad libbing announcers, and placing commercial continuity departments of radio stations under surveillance along with advertising agencies, the Radio & Periodicals Division of the Federal Trade Commission announced Feb. 20 further broadening of its attack on false and misleading radio advertising under the Wheeler-Lea Act.

With four new lawyers assigned to the Division, a definite program of checking local ad libbed commercial programs has been started, using volunteer tipsters among private citizens as well as day and night listeners among the Division staff itself, according to PGad B. Morehouse, director.

Mr. Morehouse also has announced that two of the new questionnaires for advertising agencies have been distributed, with a third in preparation. One agency reply has been received, and the case is being checked.

Explaining the FTC's efforts to check on the free and easy advertising blurbs used by ad libbing announcers, who usually build their programs around musical recordings, he said the suspicion exists that advertising claims made on these programs often know no limits and that the announcers frequently stray far afield from their written scripts. In this connection, Mr. Morehouse declared his Division will draw no line of demarcation between an independent advertising agency and the commercial continuity department of a radio station which might prepare questionable advertising copy.

The checkup is being conducted by volunteers from the Division staff, with one person taking a turn at the radio each night and morning in the week, he explained, adding that these checkers have been able to tune in programs from all parts of the country. He said a system of volunteer tipsters is being developed by the Division, which frequently receives, and always answers, letters from private citizens calling attention to claims.

REITER AND SPADEA LAUNCH REP FIRM

FORMATION of the new station representation firm of Reiter-Spadea Co. was announced Feb. 27. It will comprise a partnership of Virgil Reiter Jr., former Transamerican vice-president, and Joseph R. Spadea, until March 1 Detroit manager of Edward Petry & Co.

Mr. Reiter, who resigned recently from Transamerican to reopen his office in Chicago, represents WCAU, Philadelphia, in the midwest territory. Maintaining offices in the Wrigley Building, he was Transamerican vice-president in New York and Chicago during the last two years and before that operated his own Chicago business.

Mr. Spadea, who for six years has managed the Petry office in Detroit, will open an office in New York for the new organization. Both men are pioneers in radio sales, having started with Scott Howe Bowen in 1929.

Mrs. Powel Crosley Jr.

MRS. GWENDOLYN AIKEN CROSLEY, wife of Powel Crosley Jr., president of WLW and WSAI, died suddenly of a heart attack Feb. 26 in Sarasota, Fla. She was 48. Mrs. Crosley had accompanied her husband to the airport Feb. 25 when he left for Cincinnati. She was the daughter of the late Walter H. Aiken, former supervisor of music in Cincinnati schools. Surviving, in addition to her husband, are a son, Powel Crosley 3rd, a daughter, Mrs. Page Jennings, two brothers and four grandsons.

Satisfactory Pact Main ASCAP Aim

Paine Suggests Broadcasters Agree on Contract Formula

WHEN a new contract is drawn between ASCAP and the broadcasters to succeed the current agreement, which expires Dec. 31, 1940, ASCAP would like it to be the kind of contract that can be put away and forgotten about until it too expires, according to John G. Paine, general manager of the music licensing organization.

"ASCAP," he told BROADCASTING, "is a service organization and we can only continue in business successfully as long as we continue to give the entertainment business —broadcasters and other users of our music—the kind of service they want. If a contract has to be referred to constantly so that it becomes an aggravation, or if its terms are not satisfactory to both parties, then it's not a desirable thing for either side and not good business."

The Open Door

Reiterating the statement of E. Claude Mills, chairman of the ASCAP administrative committee, that the door is open for discussion of the broadcasting problem at all times, Mr. Paine said broadcasters should first decide what kind of a contract they want before they ask ASCAP to change the present provisions.

"We are continually being asked," he said, "whether in 1940 we will have contracts with the networks as well as with individual stations, what we intend to do about clearing music at the source and similar problems which it seems to me are questions to be decided by the broadcasters and not by ASCAP. When the broadcasting industry knows exactly what kind of a contract it wants we will do the best we can to work out a new contract on that basis."

Referring to the anti-ASCAP legislation already passed or pending in about a dozen States, Mr. Paine pointed out that if ASCAP were to be broken up, broadcasters would find themselves confronted with many problems that are now avoided through ASCAP's activities. For instance, ASCAP rules prevent the giving of exclusive rights to any music of any ASCAP member to any one person, but insist that all licensees be treated equally. If there were no ASCAP then there would be nothing to prevent a writer or publisher from selling NBC, say, the exclusive right to broadcast its musical compositions. Or it might sell to Standard Brands the exclusive right to broadcast "Tea for Two," and anyone else desiring to use the number would have to go to this company for permission. Such complications, says Mr. Paine, might prove a far worse headache to the broadcasting industry than some of the provisions of the ASCAP contract.

Asked about the planned conversations between himself and Neville Miller, NAB president, in an effort to find a reasonable and businesslike approach to the new contract, Mr. Paine said that he and Mr. Miller had talked casually several times but that they had not yet talked contract.

General Dip in Business Reduces RCA's Profits

RCA and its subsidiaries earned a net profit of $7,412,072 on a gross income from operations of $99,200,627 during 1938, according to its annual report released Feb. 27. This compares with a net profit of $9,024,858 on a gross of $111,852,876 during 1937. Gen. James G. Harold, chairman, and David Sarnoff, president, state in their report that broadcasting, manufacturing and communications all "operated on a profitable basis and made new advances that hold encouraging promise for the future." Reduced gross and net were attributed to the general decline in business.

The 1938 net represents the equivalent of 30 cents a share of common stock after preferred dividend requirements, compared with 42 cents a share in 1937. While the report does not break down the revenues and profits of individual subsidiaries, it is pointed out that sales of time by NBC, RCA's broadcasting subsidiary, showed a 4% gain over 1937. NBC's gross network time sales in 1938 amounted to $41,462,679 [BROADCASTING, *1939 Yearbook*]. This does not include owned and managed station revenues.

Mr. Sarnoff, after a meeting of the board of directors, Feb. 24 announced the company has declared a quarterly dividend of 87½c per share on the outstanding shares of its $3.50 cumulative convertible first preferred stock, and a quarterly dividend of $1.25 per share on the outstanding "B" preferred.

Crosley Corp. Arranges New York Fair Exhibit

CROSLEY Corp., Cincinnati, is building its own exhibit structure at the New York World's Fair at a cost of more than $100,000 to display its complete line of radios, radio-phonograph combinations, Reado facsimile, Shelvador refrigerators, washers, ironers, gas and electric ranges, Koldrink bottle coolers and Coolrest bed coolers.

The Reado will be operated with a facsimile transmitter so visitors can see how visual broadcasts are made. Engineers will explain operation of the Reado. The building was designed by Sundberg & Ferar, Detroit, in collaboration with Holland and White, New York. A studio for broadcasts to be sent over WLW and networks will be maintained in the building.

KWKH Gets 50 Kw.

KWKH, Shreveport, La., will shortly increase from 10,000 to 50,000 watts on 1100 kc., under an FCC decision Feb. 27 authorizing the boost. The grant was made without a hearing. KWKH is regularly assigned half-time to the 850 kc. clear channel now occupied by WWL, New Orleans, which recently also went to 50,000 watts. It uses 1100 kc. full time under a special outhorization, the only other stations assigned to that channel being WBIL, New York, and WPG, Atlantic City, which share time using 5,000 watts and the combining of which is proposed by Arde Bulova. Under the Havana Treaty stations on 1100 kc. eventually will shift to 1130 kc.

WOR Starts Associated Press Service; Soon May Be Extended to CBS and MBS

INSTALLATION of two Associated Press teletypes, one for national and the other for State news, at WOR, Newark, on Feb. 21 signified the completion of arrangements between the station and AP, making the news of the press association available for bulletin or flash broadcasts on a sustaining basis. This service, similar to that which was started at NBC on Feb. 9 [BROADCASTING, Feb. 15], is furnished as a "public service" by AP, without payment by the station except for the actual expense incurred in transmitting the news from the press association's headquarters to the station.

While the arrangement negotiated by WOR with AP applies only to this station, it is possible the service may later be extended to the entire Mutual Network. Conversations have also been held between AP and CBS and it is expected this network will soon begin using AP news on the same basis as NBC and WOR. The service will also be available to other stations within the New York metropolitan area, according to W. J. McCambridge, assistant general manager of AP, who said the matter was now under discussion with several stations. Whether the service would be extended to stations outside the metropolitan area is still an open question, he stated.

AP's Broadcast Policy

Unlike NBC, which broadcasts two five-minute periods of AP news daily, WOR is at present using this service only for bulletins and flashes to supplement its Transradio Press Service reports just as it used news supplied by the Press Radio Bureau, which WOR discontinued early in January. CBS and NBC stopped their use of Press Radio news on Dec. 24, shortly after AP had ceased serving the Bureau.

Theory of the AP tieup with radio is given in a letter written to G. W. Johnstone, director of public relations for WOR, who handled the negotiations resulting in the station's securing AP service, by Kent Cooper, AP managing director, which reads in part:

"For several years The Associated Press has made its news service available for news bulletin broadcasting as an element of 'sustaining programs', that is, broadcasting without advertising sponsorship. This availability was our contribution toward a public service and had been afforded indirectly through the Press Radio Bureau on the motion of a committee of members of the AP acting as a unit of the American Newspaper Publishers Assn. For reasons not of our making it was necessary for us to suspend that method of availability. Such method was always subject to summary discontinuance at any time by the AP and now that the same has been discontinued it will not be expedient to resume it. At the same time the AP still feels that its obligation to the public remains unchanged.

"News broadcasting practice," the letter continues, "has developed along two lines—that which involves no profitable remuneration to the news association and that for which the news agency receives revenue from an advertising sponsor. These classifications having arisen, the AP's only concern is that in making its news available for broadcasting in one classification there be no elemental conflict due to the manner in which the broadcasting is done. Broadly speaking, it feels that it does not now wish to invade the broadcasting field of those who sell news for profit nor does it want to proceed further if the news of those who sell for profit is utilized on similar sustaining programs."

Credits Required

In addition to stipulating that its news shall not be used on sponsored programs, AP's agreement also says that the station must credit the Associated Press at the beginning and end of each broadcast, the ending credit to read: "This news is furnished by the Associated Press as a public service. For further details, read your Associated Press newspapers." (The rumor that the delay in an agreement between AP and CBS was due to the network's objection to this closing credit as being too commercial was firmly denied by Mr. McCambridge.)

The agreement further stipulates that the broadcaster shall cooperate with a monitor from AP if one is decided upon; that the broadcaster shall furnish AP daily with a copy of what part of its news was broadcast during the previous day, and that either party may terminate the agreement on 30 days written notice. It is believed that broadcasters will attempt to have the service continue without a monitor, preferring to get the news promptly and to process it themselves rather than to have it held up while it is being prepared for radio by AP.

Midnight Test

LATE listeners who tuned in WJZ, New York, at midnight on Feb. 22 were surprised to hear Fred Allen's *Town Hall Tonight*, heard earlier in the evening on WEAF. Explanation was that NBC had decided to test audience reaction to a commercial program at this hour and had arranged with Bristol-Myers Co., sponsor, to add WJZ to the western rebroadcast. Test will continue several weeks and NBC will survey listeners to learn how they liked this type of program in comparison to the usual dance music.

WBS Chicago studios became a hennery some six weeks ago when 26 one-day-old chicks were placed in a brooder and their growth on a sole diet of Purina Chick Startena and water watched by officials and program participants of Ralston Purina Co., St. Louis, sponsoring the *Checkerboard Time* transcription on 90 stations. Similar chick-raising demonstrations by local Purina dealers are planned as a tieup with the program. In this picture, taken in the WBS studios, where the growing chicks were the cynosure of all visitors, are (l to r) Jack Stillwell, announcer; Chick Martin, m.c. and vocalist; the *Cackle Sisters*, and C. S. Johnson, head of the Purina poultry division, frequently heard on the *Checkerboard Time* program.

FCC UPHOLDS WAAW SALE TO NEWSPAPER

THAT the FCC majority apparently does not feel empowered to refuse to authorize transfers of ownership of stations to newspaper interests was again demonstrated Feb. 27 when without a hearing it authorized the sale of WAAW, Omaha, to the publishers of the *Omaha World-Herald*. Chairman McNinch and Commissioner Walker dissented.

The station, operating with 500 watts daytime only on 660 kc., was sold by the Omaha Grain Exchange for approximately $60,000.

This was the third transfer to newspaper interests authorized so far this year. On Jan. 9 the Commission authorized the sale of KVOA, Tucson, Ariz., to the KTAR Broadcasting Co., operator of KTAR, Phonenix, and controlled by the *Phoenix Republic* and *Gazette*. On Jan. 24 it authorized the transfer of WGH, Newport News, Va., to the publishers of the *Newport News Daily News* and *Times-Herald*.

More for Beatrice

BEATRICE CREAMERY Co., Chicago (Meadow Gold), has expanded the list for its weekly half-hour disc series, *Lightnin' Jim*, to WHO KSD KFRU KFEQ WOW and has renewed on WWJ WCAE KLZ and twice weekly on WGN. Agency is Lord & Thomas Chicago.

Summer Baseball Schedules Being Completed by Sponsors

Lists of Games Not Yet Ready; Many Stations Send Sports Announcers to Spring Training Camps

OPENING of spring training for major and minor league baseball teams finds sponsors still working out details of broadcast schedules for the season, which starts in mid-April.

Again General Mills, Socony-Vacuum Oil Co., Procter & Gamble, Atlantic Refining Co., Goodrich Tire & Rubber Co. and P. Lorillard Co. will head the list of national advertisers sponsoring baseball play-by-play and incidental programs based on scores and game resumes.

As in past years many stations are sending announcers to spring training camps to broadcast either by direct wire or transcription.

New York Plans

Red Barber, first rank sports announcer who recently left WLW-WSAI to join the sports staff of General Mills [BROADCASTING, Jan. 1], has been assigned to broadcast the games of the Brooklyn Dodgers which will be cooperatively sponsored by General Mills, Socony-Vacuum Oil Co. and Procter & Gamble Co. Although the announcement that the Dodgers' games would be broadcast under this three-way sponsorship was made early in December by Larry MacPhail, manager of the team [BROADCASTING, Dec. 15], no contract for station facilities had been signed by Feb. 27.

Neither had a decision been made as to whether the Dodgers would allow broadcasting of their Sunday games or would follow the example of the Yankees and Giants, whose home games will also be broadcast under the same sponsorship, in banning Sunday broadcasting. A third possibility is that the Brooklyn team will permit broadcasting of their Sunday games away from home, but will go along with the New York clubs in keeping their Sunday games at home off the air.

West Coast Games

General Mills and Goodrich Tire & Rubber Co. again will jointly sponsor day and night games of the Pacific Coast Baseball League.

KGO was chosen again to broadcast all games of the San Francisco club and KROW, Oakland, will carry games played by the Oakland team.

General Mills and Goodrich will alternate in sponsorship. All home games will be broadcast direct from Seals Stadium in San Francisco and the Oakland baseball park with recreations of games away. Ernie Smith will announce the San Francisco contests and Dean Maddox has been signed for the Oakland games. The Pacific Coast baseball season starts on April 1. Westco Adv. Agency, San Francisco, placed the account.

Texas Co., New York, makers of Texaco gas, for the fifth consecutive year will sponsor Hal Totten's baseball review nightly on WCFL, Chicago, from 6:45 to 7 p. m. Program starts this spring at the beginning of the baseball season. Buchanan & Co., New York, placed the account.

The General Mills-Socony schedule includes all games of the Kansas City Blues on combined facilities of KMBC and KCKN. KMBC will originate all games, with Walt Lochman at the mike. Under tentative plans KMBC will carry afternoon games and KCKN night games, with KMBC picking up night games at 9:45.

P. Lorillard Co., New York, will sponsor a quarter-hour baseball resume daily on WHK, Cleveland, during the coming season to advertise its tobacco products. Lennen & Mitchell, New York, is agency.

Waitt & Bond Sports

WAITT & BOND, Newark, has started a series of 81 thrice-weekly quarter-hour sports summaries on a 16-station Yankee network for Blackstone cigars. A similar program is also sponsored on WGY. Schenectady. A series of 36 football quarter-hours starts Oct. 3 on 7 Yankee stations. Agency is BBDO, New York.

GENERAL MILLS, through Knox-Reeves, Minneapolis, has acquired radio rights to all pro football games of the Washington Redskins in 1939, as well as an option on 1940 games.

Avalon Sports Spots

BROWN & Williamson Tobacco Co., Louisville (Avalon cigarettes) will use 100-word announcements following baseball games on Colonial Network, WOOD-WASH, Grand Rapids, Mich., and KSD, St. Louis, as well as a thrice-weekly sports review on WABC, New York, beginning April 1. Russel M. Seeds Co., Chicago, is agency.

Yankee Net Announces Yale Football Sponsor

YANKEE Network announced in a release dated Feb. 17 that eight play-by-play broadcasts, plus 15-minute pre-game commentaries, of the 1939 Yale football schedule would be carried on 13 Yankee stations under sponsorship of Atlantic Refining Co.

The schedule of games, as announced by Yankee, follows: Oct. 7, Yale vs. Columbia; Oct. 14, Yale vs. Penn; Oct. 21, Yale vs. Army; Oct. 28, Michigan vs. Yale at Ann Arbor; Nov. 4, Yale vs. Dartmouth; Nov. 11, Yale vs. Brown; Nov. 18, Yale vs. Princeton; Nov. 25, to be announced. Stations are WNAC WTIC WEAN WTAG WICC WSAR WNBH WLLH WNLC WSPR WATR WFEA WLNH.

N. W. Ayer & Son, Philadelphia, Atlantic's agency, did not confirm the announcement, indicating that it does not release football sponsorship schedules until August.

CONSOLIDATED PRODUCTS Co., Danville, Ill., will start thrice-weekly quarter-hour discs on six midwest stations for its buttermilk products. Mace Adv. Agency, Peoria, has the account.

Temporary License Procedure In Program Cases Is Dropped

But FCC in Adopting New Policy Will Resort to Revocation in Extreme Cases; Craven Dissents

AFTER SEVERAL months of consideration, the FCC announced Feb. 27 a change in its procedure governing program complaints under which temporary licenses hereafter will not be issued during the "investigation" period. Instead, in extreme cases, the FCC will resort to revocation proceedings—a new regulatory twist invoked Feb. 20 against KUMA, Yuma, Ariz. (see page 26).

In authorizing the new procedure, which came after a torrent of criticism from stations protesting mainly the stigma of temporary licenses, the Commission adopted a report submitted by a majority of a special three-man committee which was designated to study the subject just a year ago. As adopted, the report, in effect, simply changes FCC procedure. It was offered by Commissioners Sykes and Payne, while the third member—Commissioner Craven offered a minority report.

Commissioner Craven held that the new procedure is not new at all but has been in force for the last half-year. He had advocated a definite Commission policy which would alter the entire procedure and avert what he felt was treading dangerously close to censorship. He said he agreed with the action as far as it went, but that it did not go far enough.

Criminal Actions

The basic difference was the conclusion by the Commission majority that the Committee was only authorized to study procedure to be followed, whereas Commissioner Craven advocated definite policies and principles. Voting for the majority report were Chairman McNinch and Commissioners Case and Walker, along with Sykes and Payne. Commissioner Brown was absent.

That the Commission in the future proposes to collaborate with the Department of Justice in cases involving purported criminal violations, was disclosed in the majority report. Specific violations covering lotteries, use of obscene, profane and indecent language and other such transgressions will be "contemporaneously reported to the Department of Justice for possible criminal action."

The Sykes-Payne committee majority had stated that approximately 50 letters of complaint, including inspectors' reports, are handled each week. Of these, some 60% are classified as frivolous; 30% as non-informative or general, and the remaining 10% of an "informative character, which on their face appear to warrant some investigation."

The frivolous letters, the committee recommended, should not be referred to the Commission for action. Those of a non-informative nature should be held for additional information if that course is warranted but in general should not be submitted to the Commission until particular complaint has been fully developed.

Change in Procedure

As for the 10% which appear to be informative, the Committee suggested further investigation but with no "unreasonable demands on stations" during the interim. This represents a significant departure from former practice when the Commission immediately cited stations under investigation, issuing temporary licenses which in turn resulted in many cases in unfair competitive practices. Moreover, in most of these instances, the difficulty usually was compromised with no punitive action.

Under the new procedure the Law Department will furnish the Commission each week a list of complaints under investigation and report findings with recommendations either for renewal of license or revocation proceedings. "As to revocation," said the report, "few single complaint matters will warrant such action."

To insure judicious handling of complaints, the committee recommended that three sections of the Law Department collaborate rather than the single complaint section. These sections in turn would report to the General Counsel when affirmative action is to be taken. This step apparently is aimed at criticism of arbitrary action by a single attorney.

Finally, the majority report recommended that informal complaints be not announced publicly until positive action is taken. Stations will be sent copies of complaints, however, without disclosure in the normal case of the name of the complainant.

"We feel," said the committee, "that demand for public information concerning an investigation being conducted will not be made in the future for the reason that as a general policy temporary licenses pending investigation are not warranted and will not be issued. Upon the designation of an application for renewal of license for hearing, a carefully prepared press release stating generally the reasons for such action should be prepared. Interested parties as well as others will have full notice of the matter to be inquired into, upon the issuance of the notice of hearing. This notice should issue as soon as possible after Commission action designating the application for hearing.

"As to revocation cases, the order of revocation itself must be accompanied by a full statement of the reasons therefor in accordance with the provisions of Section 312 (a). If an order of revocation

(*Continued on page 73*)

Stay Refused, WLW Returns to 50 Kw.

Last-Minute Plea for Order Is Denied By Court

WLW, Cincinnati, world's first station to operate with 500,000 watts power, returned to its regular output of 50,000 watts March 1 by FCC mandate, after one of the hardest fought legal battles in radio annals.

Just a matter of hours before the FCC order reducing its power to 50,000 watts was to have become effective, the U. S. Court of Appeals for the District of Columbia denied the Crosley plea for a stay order to permit the station to continue regular operation during the pendency of its appeal. The court called for oral arguments, in chambers, on the restraining order plea at 5 p. m., Feb. 28, heard arguments for about an hour from FCC and WLW counsel, and then shortly before 7 p. m. cryptically announced that the "stay is denied."

Five Years on 500 kw.

By virtue of the court's edict, WLW at 3 a. m. on March 1—only eight hours after the court ruling—was obliged to reduce its power to the maximum of 50,000 watts permitted for regular broadcast stations. It still holds an experimental authorization, however, to broadcast experimentally with 500,000 watts during early morning hours before dawn, with the call letters W8XO. It also still has pending before the FCC, awaiting hearing, an application for regular authority to use 500,000 watts, as do about a dozen other clear channel stations.

The Commission's action, so dramatically sustained by the court, terminates WLW's nearly five years of operation with so-called "super-power" which begun in April, 1934. Except for a brief period during which it reduced its night-time power, the station has operated continuously since then with that output during regular hours. It boasted greater primary and secondary coverage than any station in the country, not only by virtue of its power but also because of its choice 700 kc. clear channel, and its central location with virtually ideal propagation conditions. As a matter of fact, its coverage as a 50,000-watt station was greater than that of practically any other station at the time, and even with the power reduction its commanding position may not be materially affected.

The court action came after a veritable battle of briefs and petitions filed with the court by Duke M. Patrick, WLW chief counsel, and William J. Dempsey and William C. Koplovitz, FCC general counsel and assistant general counsel, respectively. The fact that the court, with all five of its members sitting, did not render a written opinion in a case of such moment caused some comment. Moreover, it tended to discourage further appellate action, which Mr. Patrick said was not contemplated.

The court decision was a smashing victory for the Dempsey-Koplovitz team, since in effect it sustained their contention that the court was without authority to give relief from the FCC's decision. Mr. Dempsey argued in the impromptu session in chambers that the court not only could not grant the relief requested, but that under the law it is powerless to grant an order keeping a station on the air after the FCC has permitted a license to expire by its own terms.

The Dempsey contention brought brisk questioning from several of the jurists. Chief Justice Groner observed that the court in the past has issued such stays in renewal cases, but that perhaps it was in error under the law.

Patrick Cites "Sudden Death"

Mr. Patrick argued that the Commission in effect was terminating a license without he kind of hearing to which it had been entitled. He referred to the experimental clause in the WLW license as a "sudden death" clause, and contended that if there were no stay order WLW's investment would be impaired. He cited numerous court precedents which he argued supported his plea for action to stay the hand of the Commission pending determination of WLW's pending appeal.

Mr. Dempsey, responding to questions of Justice Stephens, asserted that the request for a stay is tantamount to a request that the court issue a new license to WLW, since the present experimental license expires "by its own terms" and there is no status quo to preserve.

The battle against WLW has had many political implications, the Senate at its last session having resolved against power of greater than 50,000 watts. Moreover, regional and local stations alike have protested against such power on economic grounds, alleging that more superpower stations might result in the deterioration of non-superpower stations to purely local status, thus freezing out their national business.

WLW began regular operation with 500,000 watts in 1934, investing approximately $500,000 in equipment and other facilities for the experimentation. When it filed for extension of the authority for the regular six-month period in December, 1937, Commissioner George H. Payne, then in charge of broadcast routine, designated the renewal for hearing, causing an immediate furor. Hearings were held last July before a committee of three FCC members, which reported unanimously last October against extension. Following oral argument, the Commission on Feb. 6, with Payne not voting, unanimously denied the extension authorization, holding that regular operation with 500,000 watts was not essential to carry forward the program of experimentation and that it should be accomplished with W8XO during early morning hours.

The court's action came not only following the argument, but after a spirited exchange of motions and other pleadings. On Feb. 17, nine days after the FCC decision denying it continued authority to operate with 500,000 watts during regular hours, effective March 1, Mr. Patrick filed with the FCC a petition for rehearing of the Crosley application. This was denied Feb. 20 essentially on the ground that the Commission's decision was proper and that the WLW petition was "wholly defective" and in affect "no more than an expression of the petitioner's disagreement with the Commission's action, without suggesting to the Commission any grounds upon which it could reach any conclusion."

On the following day, WLW appealed from the Commission decision and simultaneously requested the stay order. The court was asked to reverse the Commission on the ground that it was duty-bound to make findings of fact and conclusions of law upon the points which the Commission itself had suggested as the issues which WLW would be required to meet to justify a continuance of its license.

At the same time Powel Crosley Jr., president of the Crosley Corp., made public a statement in which he expressed regret over the necessity of going to court but stated it was WLW's duty not only to itself but to the listening public to take this course "in our effort to provide for radio users of America the finest service which money can buy and modern scientific invention can achieve."

A Battle of Briefs

"This obligation of ours," he said, "we feel to be particularly and peculiarly an obligation owing to the rural listeners and to the owners of sets who by reason of the set itself or the remoteness from a broadcasting station are unable to secure the radio service which an expensive set located close to a broadcasting station is able to get."

Mr. Crosley brought out that WLW pioneered so-called high power, increasingly progressively from 50 watts to 500 watts, 5,000 watts, 50,000 watts and finally 500,000 watts. In each instance the question of so-called high power or superpower was raised, he pointed out, and in every case actual experimentation proved increased power hurt no one but on the contrary was of vast benefit. Calling "superpower" a misnomer and a "myth", he said 50 kw. amounts to only 680 horsepower, or less than the power used in one motor of a twin-motored transport plane and less power than produced in eight Ford, Chevrolet or Plymouth engines running wide open.

Heavy Investment

WLW, he said, has consistently and heavily invested throughout the years in maintaining programs of highest possible standard and has always felt that to be its responsibility. It began experimentation in 1934 with superpower and felt that if the experiment proved successful and there was no reason from a standpoint of public interest, convenience and necessity why this power should not be used, "we would be permitted to continue its use and the program of experimentation in which we are still engaged."

Mr. Crosley said it was his conviction that the people of the country "should no more be deprived of the benefits of the experimentation in transmitter development than that they should be ordered to abandon their use of automobiles and ride in horses and buggies from this time on or that radio set manufacturers should be permitted to put a limit to the number of tubes they can place in a radio set and thus diminish its usefulness in the home of the listener."

"We see no reason why the benefits of man's invention should be withheld from the radio listener while they are permitted to him in other fields", Mr. Crosley stated, "and we are convinced that only temporarily can the progress of science and invention be halted. We stand ready and will in the future at all times stand ready, to cooperate with the Commission as we have in the past, in the advancement of the radio broadcasting art in every way possible."

10% CUT IN RATES ANNOUNCED BY WLW

A 10% "TOKEN" reduction of WLW's rates across the board was announced by James D. Shouse, Crosley vice-president and general manager of the station effective with its power decrease March 1. The base night hour rate is reduced from $1,200 to $1,080.

No other changes in WLW operation are contemplated, he said. The same transmitter will be used, with the extra power stages inactive during its 50,000-watt operation. The station is still authorized to use 500,000 watts during early morning hours, and also will prosecute its pending application for regular authorization for 500,000 watts, he said.

Following the court's action denying injunctive relief Feb. 28, Mr. Shouse notified the WLW's clients of the general rate reduction of 10% to all current running accounts. "This is purely a token reduction", he said, "inasmuch as it establishes the WLW base rate lower than the $1,152 evening hour rate in effect as far back as Sept. 1, 1930, since which time the average clear channel station rate increase has been about 70%. Bearing in mind our night-time half-millivolt line will include Southern Canada and all of the Continental United States, Northeast and South, and is affected in the West only by retraction about Billings, Mont., to Jamestown, N. D., WLW is thus established more than ever as the greatest buy in radio."

WLW announced the power reduction Feb. 28 to its audience with a simple news statement.

WBLY Becomes WLOK

THE FCC on Feb. 28 announced that it had authorized a change in the call letters of WBLY, Lima, O. local outlet, to WLOK. The station was purchased last summer by Fort Industry Co., and its sale for $27,000 cash approved by the FCC last Oct. 24. George B. Storer is president and chief stockholder in Fort Industry Co., with J. H. and Frances S. Ryan as the other major stockholders. The company also controls WSPD, Toledo; WWVA, Wheeling, W. Va., and WMMN, Fairmount, W. Va.

FORMATION of the North Carolina Assn. of Broadcasters was effected Feb. 21 at Raleigh by representatives of 15 of the State's 18 stations. Richard H. Mason, WPTF, Raleigh, was elected its first president. Shown at the meeting, standing (l to r) are George Walker, WAIR, elected vice-president; Andrew Bennett, NAB counsel who spoke on copyright; A. J. Fletcher, WRAL, Raleigh, temporary chairman; Ralph Wentworth, Langlois & Wentworth, who also addressed the meeting. Seated, (l to r) Avery Wynne, WEED; E. Johnston Neal, WRAL; H. W. Wilson, WGTM; Ben Farmer, WGTM; Richard A. Dunlea, WMFD, elected a director; Fred Fletcher, WRAL, secretary; Bryce P. Beard, WSTP, director; President Mason; Lincoln Dellar, WBT, director: Norris O'Neil, WSJS; J. H. Field Jr., WPTF; E. J. Cluck, WSOC, treasurer; Talbot Patrick, Goldsboro Broadcasting Co., and George Case, WRAL.

Listeners Termed Adequate Censors

'Colliers' Editorial Rebukes Interference With Radio

"READER censorship is all the censorship the magazines and newspapers ever have needed" and "listener censorship is all the censorship the radio needs." These statements are made in an editorial titled "We Needn't be Spoon-Fed" appearing in the Feb. 25 issue of *Collier's*, published by Crowell Publishing Co., which takes cognizance of proposals to "demike" certain kinds of broadcasts and takes a strong stand against interference with programs.

Since America began, asserts the editorial, the country has had ranters of all kinds—merchants of religious, racial, class and every other type of hatred. Yet the "horse sense" of the American people, giving them a full and free hearing, has always prevailed, it continues, and "it seems most unlikely" that "we are in any more danger of being led into lunacy now than we ever were." It continues:

Fingers in Their Ears

"President Miller of the broadcasters' association, Chairman Frank R. McNinch of the FCC and kindred headshakers and handwringers seem to think the majority of Americans are mental slobs, whose delicate ears must be shielded from 'harmful' broadcasts.

"Well, we aren't mental slobs, and the ears of most of us are not overdelicate. Generation after generation, we have proved capable of telling a sow from a Siwash * * *.

"Listener censorship is all the censorship the radio needs. It's so easy to turn the dial and find a different tune.

"We think President Miller of the broadcasters' association had better forget about any supposed duty of his to keep 'dangerous thoughts' (Japanese expression) off the radio. All he needs to worry about, so far as we can see, are the ordinary standards of decency and discretion that govern the American press.

"And we think Chairman McNinch of the Communications Commission had better begin confining himself strictly to regulation of technical radio details, and drop the motions he has been making recently toward government radio censorship. Or if Mr. McNinch persists in trying to stick his fingers in the ears of American radio listeners, we think Congress had better shackle his official hands.

"Like the press, the radio can be free, or it can be a slave, but it can't be both."

Radio Becoming Impotent From Fear Of Federal Censorship, Says Article

A SERIES of anecdotes, relating various incidents of self-censorship on the part of broadcasters, makes up the bulk of an article on "Radio Gets the Jitters" in the March *American* Magazine. The author is McClellan Patton, whose thesis is stated in the paragraph which includes this statement: "On guard against Government censorship, radio has clamped its own hand over its own mouth in a self-censorship as rigid as, if not more rigid than, anything the Government could order."

Mr. Patton relates the Orson Welles' *War of the Worlds* "debacle" to show that "the broadcasters are scared silly" and that "their every decision is dictated by fear—fear of a club held over their heads by a handful of political appointees in Washington, who, in turn, are at the whim of any Nice Nelly in the country."

Nelly's Jitters

"Let the Commission try to overlook the complaints of a few Nice Nellies," he continues, "and immediately some Congressman is up on his feet to defend the fireside and demand an investigation. The result is that if even one Nice Nelly objects to something he has heard over the air, the Commission may threaten to revoke the license of the offending station. All of which is causing thinking people to wonder if radio isn't being rapidly Prim Pollied into a state of innocuous desuetude."

Various examples of self-censorship are cited, including the frank efforts of network censors to keep the air free of indecent or suggestive statements or quips, especially capable of being put over by innuendo or inflection. The *Mae West* episode is discussed at length, and the Commission's actions in threatening NBC in that affair and in the Eugene O'Neill *Beyond the Horizon* complaint (the latter made by only one man and his wife, hearing it on only one of a chain of 40 stations) are cited as examples of the "jitters" that Washington imposes.

Unlike the Stanley High article in the Feb. 11 *Saturday Evening Post* [BROADCASTING, Feb. 15], the facts in Mr. Patton's article are with few exceptions correctly stated, whether one agrees with his conclusions or not. In making point of the Mae West and Eugene O'Neill episodes, he mentions Commissioner Craven as opposing censorship but fails to bring out that one of the prime movers for drastic action against networks and stations in the Commission's deliberations was Commissioner George H. Payne, who also has demanded by public statement and press release that something be done about children's programs, yet never has proposed any definite course of action to his fellow commissioners or to the industry. That something is being done, with one network engaging a child psychologist to check children's programs, is brought out in the article.

Sophisticates' Viewpoint

While the article as a whole is to some extent sympathetic with radio's problems, it was written from the point of view of the metropolitan sophisticate who apparently believes that anything that can be printed or staged can also be heard on the radio without change. Radio executives, however, are quoted to give the radio point of view—and they make fully as strong a case for self-censorship as Mr. Patton—who also dislikes actual or threatened governmental censorship—makes by putting together his series of anecdotes to prove that this censorship is sometimes "silly".

CENSORSHIP STUDY STARTS IN CANADA

By JAMES MONTAGNES

THE RIGHT of free speech on public and private broadcasting stations and its alleged ban by CBC regulations, is being probed by a 23-man committee of the House of Commons, at Ottawa. The inquiry started Feb. 21 under the chairmanship of Arthur Beaubien, and will hear CBC officials and board of governor members, and representatives of private stations. The committee last year only heard CBC officials in probing broadcasting. This year invitations have been issued to the Canadian Association of Broadcasters.

The inquiry was brought about by CBC refusal in January to allow George McCullagh, publisher of the *Toronto Globe & Mail*, to buy a national CBC or private network for a series of talks on Canadian conditions. Publisher McCallagh got around the CBC refusal by recording his talks and placing them on a larger all-Canada list of stations than originally intended [BROADCASTING, Feb. 1], and Parliament was forced to name a committee to inquire into the regulations.

The Parliamentary committee will also delve into CBC finances, the CBC being financed by the returns of an annual listener's license fee of $2.50 per receiving set and the proceeds of commercial broadcasting on CBC networks and CBC owned or managed stations. CBC capital expenditures have been made partly with Government loans.

William Hard Advocates American Radio Methods

DEFENDING the private operation of broadcasting in this country, William Hard, noted journalist, declared before an audience in Washington's Town Hall Feb. 19 that some sort of balance between social control and individual initiative might be desirable. If broadcasting, as was suggested, is earning a high level of profits, he said, it deserves to do so because of the newness and riskiness of the business. Since it is subject to governmental scrutiny and regulation, he suggested that limited dividend corporations might eventually be desirable but declared the surplus over dividends should not be collected by the Government as taxes but instead should be ploughed back into programs. Mr. Hard vigorously defended the American system of broadcasting as against the British system under government ownership during his debate with Max Lerner, Williams College professor and former editor of the *Nation*.

WRVA Starts 50 Kw.

WRVA, Richmond, went into full-time operation Feb. 17 with its new 50,000 watt transmitter [BROADCASTING, Feb. 15], a Western Electric unit with two 470-foot Blaw-Knox radiators, at Varina, 15 miles southeast of the city. Excellent coverage of the Virginia Tidewater area is reported. Formal dedication of the new station has now being fixed for March 17.

"But my dear man, 9,000 women couldn't be out of BED *by 6:45* A.M.*!"*

(ANOTHER OLD IDEA EXPLODED!)

● Once when we were very young in this radio business, we remember, a wise old mentor caught us in some such positive generality as Horace, above, has just uttered. "You'll know less when you know more," he said, and tottered back to his lair.

That goes for Horace, too! Because there's *proof* that 6:45 is a *good* radio time in Iowa Plus! . . .

Early in January, for instance, one of our more trusting sponsors took our advice in this matter, and ran a recipe-contest for twelve 15-minute broadcasts, *from 6:45 to 7:00 A. M.* . . . Very modest cash prizes were offered for outstanding recipes. "Jerry and Lou", a WHO act, provided the entertainment. . . .

And then the fun began. As a result of the first broadcast, 135 entries came in. The second brought 371 more! At the end of the twelve programs, 9,565 women had written in—from every one of Iowa's 99 counties—from 54% of all the counties in the entire U. S. A. (the *plus* of "Iowa Plus"!)

Yes, dear Sir, 9,565 letters in all, at a total cost (including talent) of $510—or five and one-third cents each. From twelve spots, 6:45 to 7:00 Ante Meridian—when "NOBODY is out of bed"!

Far be it from us to point a moral. But we'd be delighted to send you a schedule of availabilities.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Regionals Tell FCC of Labor Costs

McCosker Urges Shorter Net Pacts, Opposes Exclusivity

By LEWIE V. GILPIN

INROADS of labor groups, performing rights societies and other organizations seeking tribute from radio have placed a heavy burden upon regional networks, the FCC Network Inquiry Committee was advised Feb. 21-28 by heads of the country's leading regional groups—Don Lee and Yankee-Colonial.

In opening the second phase of the FCC's lengthy study of industry operations, the committee heard spirited testimony from Lewis Allen Weiss, vice-president and general manager of Don Lee, and John Shepard 3d, president of Yankee and Colonial Networks.

Opposes Exclusivity

Just prior to the opening of regional network testimony Alfred J. McCosker, chairman of the board of MBS and president of WOR, voiced a vigorous plea against exclusive network affiliation contracts, describing them as an "insuperable obstacle" to his network and in the nature of "unfair competition". As a remedy, he suggested a term limitation of one or two years, rather than the present five, on major network contract affiliations. All MBS contracts, save that with Don Lee, are non-exclusive.

W. E. Macfarlane, president of MBS and head of WGN, Chicago, as business manager of the *Chicago Tribune*, in testifying Feb. 14 said MBS is and shall remain a "mutual" non-profit organization. WGN, he revealed, lost $12,000 in 1938. He estimated the Tribune Co. has an investment of $1,297,000 in its radio properties.

Mr. Weiss criticized the burdensome demands of labor groups, asserting that 30 to 35% of the net income of Don Lee's four owned and operated stations go to meet union demands and for other "semi-parasitical services". This percentage, he declared, does not include payments which will grow out of the recent American Federation of Radio Artists bargain with originating stations and he anticipates a further rise in costs. Mr. Shepard, under cross-examination, asserted that the closed shop arrangement with American Federation of Musicians was entered into because "we had a sword hanging over our heads" through the threatened musicians strike. Even with the musicians arrangement, he said, the best music is presented through high-quality transcriptions.

Strong support of exclusive network affiliations was voiced by Mr. Weiss in declaring Don Lee felt that after developing an audience for stations through its network programs, it should have the opportunity to place commercial time on them. Moreover, he held it was essential for a network to own stations, particularly at originating points. He said that while it is possible to originate programs without owning stations, he did not think it could be done as efficiently or economically. Preservation of the identity of individual networks, he declared, was desirable since regional groups provide a valuable "protective umbrella" under which everyone from listeners to individual affiliated stations benefited.

As the hearings hobbled into their fifth month, having started on Nov. 14, the committee was only mid-way through the second phase of its five-point inquiry. Regional networks were expected to consume the time through mid-March, after which the committee will hear intervenors, such as the National Committee on Education by Radio, the American Guild of Musical Artists Inc. and possibly Independent Radio Network Affiliates, which has filed an appearance. CIO also filed an appearance but no determination has been reached as to whether it will present a case.

Management Contracts

Following testimony of intervenors, the Commission will invade what may develop as the most important phase of the inquiry—network ownership and operation of stations through lease, management, agreement or otherwise, embracing Westinghouse and General Electric stations. Directly tied into that phase of the inquiry is multiple ownership of stations, management contracts and similar absentee operations now in force. A special questionnaire sent to all station stockholders regarding ownership and management will unquestionably play an important part in this portion of the inquiry.

The final phase of direct testimony will cover the transcription field, at which time witnesses representing transcription companies as well as networks engaged in transcription operations, will come under the committee's surveillance. The pending CBS contract to acquire WBS, plus NBC's operation of Thesaurus, will be covered, along with efforts to elicit information as to whether transcriptions have been suppressed and whether the present requirement for periodic announcement of transcriptions and recordings should be rescinded.

Scheduled to appear next in the regional network presentation — probably on March 1—was Pacific Broadcasting Co. through Carl Haymond, owner of KMO, Tacoma. Mr. Haymond is the Washington-Oregon contractor for MBS. King-Trendle Broadcasting Corp., operating the Michigan Network, is scheduled to appear next, followed by Virginia Broadcasting System and California Radio System (McClatchy). Elliott Roosevelt, president of Texas State Network is tentatively scheduled to testify March 7. Other regionals scheduled to appear are set out on the FCC agenda in the following order:

North Central Broadcasting System, Arrowhead Network, Empire State Network, Inter-City Broadcasting System, Oklahoma Network, Pennsylvania Network (WCAU, key), Quaker Network (WFIL, key), and Texas Quality Group.

Elliott to Appear

FIREWORKS are expected when Elliott Roosevelt, president of the Texas State Network and second son of the President, appears personally March 7 before the FCC Network Inquiry Committee. Though also president of Hearst Radio Inc., Mr. Roosevelt is expected to testify only for his recently formed Texas group. A member of the NAB board of directors and a commentator in his own right over the Texas Network, Mr. Roosevelt may expound his theories on Government regulation of broadcasting and conditions in the industry.

DON LEE, oldest of the regional networks, opened the second phase of the FCC network inquiry Feb. 21, with Lewis Allen Weiss (left), debonair vice-president and general manager, as its key witness. Seated with him is Horace L. Lohnes, Don Lee counsel.

IT WASN'T a Boston tea party when John Shepard 3rd, President of the Yankee and Colonial networks, took the stand Feb. 24 before the FCC Network Inquiry to expound at length on regional operations. He deplored particularly the added operations costs imposed by union demands.

Weiss Recites History Of Don Lee Network

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, started the regional networks' individual presentations to the FCC network inquiry Feb. 21 under direct examination by Horace L. Lohnes, Don Lee counsel, before Commissioners Brown, Sykes and Walker.

Tracing the history of the Don Lee network, Mr. Weiss told of the purchase of KFRC, San Francisco, by the late Don Lee in 1926 and the subsequent acquisition a short time later of KHJ, Los Angeles. Since Dec. 13, 1928, these two stations have been connected by wire on a 16-hour-a-day basis, he said, pointing out that Mr. Lee undertook the two-station connection primarily to make fuller use of the best programs of each station.

Shortly after this the McClatchy stations in Fresno, Stockton and Sacramento joined the hookup, and in September, 1929, CBS affiliation was arranged, with the Don Lee organization providing Pacific Coast outlets and origination facilities for the national network and in general subordinating its commercial schedule, predominantly regional, to the CBS national schedule.

In December, 1936, Don Lee network joined MBS after "rebuilding" its network following severance from CBS and the subsequent loss of all stations except the four owned and operated stations and four other affiliates in California, and affiliation of the McClatchy stations with NBC, he said.

The present Don Lee network includes 28 stations plus one, KGA, Spokane, to which limited service is supplied, built on a "network connection through smaller stations in practically all the good-sized markets up the Coast," he commented. He said Don Lee Broadcasting System was incorporated as a California corporation in 1932, with all stock held by Don Lee Holding Co., which he described as "purely a holding company for stock" and not an "operating holding company". The

(*Continued on page 64*)

Lang-Worth Will Build N. A. B. Recorded Library

100 Hours Tax-Free Transcriptions Ready
200 Additional Hours in Production

●

Lang-Worth will fill uncompleted N.A.B. station contracts with the R.C.A. recorded Lang-Worth Library of tax-free music at the contract price of $10.00 per hour.

Lang-Worth will accept, for a limited time, orders from any U. S. radio station for the basic library of 100 hours at $10.00 per hour.

Lang-Worth will cooperate with the Industry in making available 200 additional hours of tax-free music at the lowest price consistent with best orchestras, arrangements, recording and pressings.

●

State and regional demonstrations now being held. Wire for full details . . . today

LANG-WORTH, Inc.

420 Madison Ave. New York, N. Y.

BUREAU OF COPYRIGHTS ENDORSES PLAN

●

John Elmer says:

"This agreement with Lang-Worth represents the successful culmination of much time and effort on the part of the N.A.B. to provide the industry with a real, usable, tax-free library. I cannot too strongly urge every broadcasting station to take advantage of this service."

●

John J. Gillin, Jr. believes:

"The best means for procuring tax free music now for the broadcasting industry is the plan outlined by Lang-Worth. The Bureau of Copyrights Trustees urges your earnest cooperation."

●

Harold Hough states:

"Our industry needs tax free music and this appears our best opportunity. Your cooperation is needed and is very necessary without delay."

●

Neville Miller urges:

"Three hundred hours of tax-free music will be of inestimable value to the industry. Here's your opportunity. With your support it will be successful. I urge all broadcasters to give this plan their whole-hearted support, immediately."

FCC to Release Industry Data For 1938 During Early Spring

New Questionnaire, Returnable March 15, Goes Deep Into Fiscal, Program, Personnel Matters

PRELIMINARY results of the FCC's new questionnaire covering fiscal, program and employment operations for the calendar year 1938, will be available by early spring, under plans of the FCC Accounting Department.

The 29-page form, mailed in triplicate to stations Feb. 15, required their execution and return to the Commission by March 15. It was estimated the preliminary results should be available early in April, with final detailed analyses, covering 1938 total gross and net figures for the industry as a whole, and related breakdowns, in published form during the same month. Similarly, totals covering employment, program analyses, payrolls, and the like, both in total and by percentage for various classifications of stations and networks will be made.

In a general way, the schedules, as made public, will conform to those released last summer [BROADCASTING, June 15-July 1, 1938] covering the year 1937. These were the first undertaken by the FCC on an industry-wide basis.

Worst Is Yet to Come

It was also learned the FCC proposes to send to stations questionnaire forms of even greater detail to be employed for the 1939 calendar year. These are stated to go out shortly after the Commission releases the results of the 1938 forms, or by May. They will be retroactive to Jan. 1, 1939 and their service is contemplated in advance so that stations can inaugurate bookkeeping methods which will supply the type of data sought.

To be far more comprehensive than the 1938 questionnaire, it is expected the new form will be about double in scope. Categories all down the line will remain the same but the schedules will call for far more detail in each breakdown.

The Commission is withholding final preparation of the 1939 questionnaire until it receives comments and criticisms from stations on the 1938 form. These will be used as "guide lights" in devising the new form. Every effort will be made toward simplifying the new form insofar as precise instructions are concerned. The object, it is claimed, is to make the undertaking as inexpensive as possible without, however, sacrificing any of the basic information sought.

Serious question has arisen as to whether the Commission will be able to keep these returns strictly confidential. The law requires that all data accumulated by the FCC on a regular basis, save that dealing with national defense or other governmental operations, shall be open to inspection. The Commission, in soliciting this comprehensive information, is doing so with the present understanding that it will be held confidential and not thrown open to public inspection.

Part of the data, such as actual balance sheets, would be considered in connection with application renewals, and therefore open to parties in interest in proceedings before the FCC. However, the viewpoint is being expressed that the data will be "separable" and that information not considered part of the renewal data could be held confidential. Efforts are being made to establish uniform practices.

The new questionnaire is so coded that returns can be analyzed rapidly on punching machines.

The 1938 form requires licensees of standard broadcasting stations and networks to show total investments, both in broadcast and non-broadcast properties, amount of liabilities, including debt and net worth and breakdowns on revenues received from networks. This information is in addition to that required under the 1937 questionnaire. Supplying of the data requested in the financial report will obviate the necessity of licensees filing other financial forms during the year in connection with license renewals. The Commission pointed out that if an assignment or transfer is sought, the applicant will then file an additional set of forms for the interim period to supplant those required under the new order.

In a press release, the Commission said the new forms do not impose bookkeeping restrictions or requirements upon licensees, since they are permitted to continue their current methods of accounting, merely transfering the data to these forms.

Fishing Expedition?

Despite this contention, many stations, particularly those in the lower income brackets, are protesting the questionnaires. Criticism of the Commission's "fishing expedition" also has been heard in Congressional quarters.

The NAB Accounting Committee has held several conferences with officials of the FCC Accounting Department in devising the questionnaire. The 1938 document, in its original form, covered some 100 pages and was reduced to less than 30 in its final form, after these conversations. NAB advised its membership Feb. 17 that since the questionnaire is due the same day that income tax statements are due (March 15) it suggested that stations complete the questionnaire before working out the income tax returns. "A great deal of the material in the questionnaire can be used in computing income taxes, while the contrary is not true," it stated.

In procuring data on station expenses, the FCC believes much of it may be of value to the industry in reducing operating costs—for example, expenditures for power. It could be determined whether stations purchasing power from local power companies as a general rule effect savings over those who produce their own power and whether these payments generally are above or below the established TVA yardstick. Moreover, the calculations will show just how much the industry as a whole is paying in the way of royalties to music groups, such as ASCAP and SESAC and for other specific types of service or royalties under copyright or patent requirements. A complete plant inventory, covering property and equipment owned, leased or rented, replacement value and depreciation, also will be sought.

Network Breakdown Asked

In eliciting data on station broadcast revenues, the questionnaire breaks down the income in detail. It covers national network, regional network, station hook-ups, national spot, regional spot, local spot, and bulk time sales or leases. Also requested are data on payment to networks and stations for time sales; commissions to regularly established agencies; commissions to representatives, brokers and others, and total participation by others in the revenue from sale of station time. The balance requested would be the amount retained from the sale of station time.

Incidental broadcast revenues are covered, including sale of talent, commissions, fees, and profits for obtaining or placing talent; furnishing manuscript or program material; rental of studio facilities; studio tours, vehicle parking and concessions; miscellaneous commissions; service of special departments; subrental of interstation communication lines; subrental of local communication lines, and then other incidental revenue. Payments to officers and employes of stations likewise are requested in full detail.

Data on employment, including compensation, are requested for the week beginning Dec. 11, 1938, as a typical week. It covers both full time and part-time employes as well as employes who were not compensated. Data on programs, divided between sustaining and commercial, likewise are for the week of Dec. 11 as a typical program week.

The questionnaire must be sworn to not only by the person having control of the books and records but also by the licensee or chief officer of the licensee of the station.

'Candid Eye' Adds 8

CANDID EYE, Philadelphia (magazine), on Feb. 20 added the following stations to its spot campaign consisting of one and two-minute announcements daily: WHAM WLS WOWO WHKC WEW WSAN WIBW WHAS. The list presently totals 25 stations, according to Roy E. Dodge, radio director of Albert Kircher Co., Chicago agency.

Swelling Chorus of Protests Is Heard On Receipt of New FCC Questionnaire

A STEADILY increasing volume of protests against the FCC's inquisition into all phases of broadcast operation by questionnaire is developing throughout the country, with Senator Wheeler himself expected to take up the issue.

Following receipt by stations last month of the 30-page schedule covering 1938 operations, returnable March 15, there was an immediate storm of complaint from stations, particularly smaller ones, against the magnitude of the information sought. Many of the broadcasters said that to supply the data requested — covering financial, program and employment statistics— it is necessary to hire outside accountants and to divert station personnel to the preparatory work, paralyzing to some extent regular operations.

Senator Wheeler expressed indignation over the questionnaire, declaring he could not see why the Commission should overload stations, particularly the smaller ones, with requests for data of that nature. He was informed by a delegation of broadcasters Feb. 16 that probably only about 50 stations had facilities to comply with the questionnaires without hiring additional personnel.

Can't Understand It

One of the broadcasters in the delegation—John Elmer, president of WCBM, Baltimore local, who is a pioneer broadcaster and former NAB president—asserted he found himself at a loss as to what to advise his bookkeeper, since he could not understand the questionnaire himself. Moreover, he asserted it would mean the hiring of additional people and thereby perhaps wipe out his earnings.

Meanwhile, letters of complaint have gone not only to other members of Congress but also to NAB headquarters and to Washington counsel for stations. One Texas 100-watter reported that within the last year it has been forced to expend upwards of $8,000 in attempting to comply with the several FCC questionnaires already received. Another, in the West, reported the "pounding of the FCC" had necessitated expenditures of "thousands of dollars for checking".

The fact that the NAB Accounting Committee had gone over the proposed schedule with FCC accountants, resulting in a substantial reduction in its size, did not alter the position taken by stations. Moreover, particular concern is expressed over the announced intention of the FCC to send stations a questionnaire schedule for 1939 that will be perhaps double the size of the 1938 schedule. This form tentatively is projected for release within a month, as a means of serving notice on stations as to the type of books they must keep during 1939 in order to supply the information for March 1, 1940.

Senator Wheeler, upon being apprised of the 1938 questionnaire, called Chairman McNinch but found he was out of town. He advised his office that he desired to discuss the matter with him. As BROADCASTING went to press, the conference had not been held.

A. R. HEBENSTREIT, chief owner of KGCM, Albuquerque, N. M., heads the New Mexico Broadcasting Co., which has applied to the FCC for authority to purchase KRQA, Santa Fe, N. M. He holds 75% of the purchasing company's stock, with S. P. Vidal, Collector of Internal Revenue for the New Mexico District, holding 75%— the same interest each owns in KGCM.

—"and WWJ Led Other Network Stations in Detroit by 65%, 187% and 207%, Respectively!"*

* During the week of January 23, 1939, the Hooper-Holmes Bureau, Inc., conducted a survey to determine *listener preference* for the four leading Detroit radio stations during an early morning broadcast period. Personal calls were made at 1,488 homes, representing a geographical cross-section of the city and the various income and purchasing power groups. WWJ led the field with 43% of the total listening audience. The other network stations scored 26%, 15% and 14%, respectively. Expressed in percentage, *WWJ's lead over the other stations was 65%, 187% and 207%!*

This survey, like all others that have ever been made, shows the preeminence of WWJ in *America's Fourth Market* — where weekly automobile production figures are soaring to new 1939 highs and *widening the gain over a year ago by as much as 50% some weeks!*

Yes, Detroit is a *key market* this year and WWJ is the *key station* in this great market. Make WWJ a *must* on your schedules now.

WWJ leads all Detroit stations in commercial broadcasting. It also broadcasts 22 educational programs weekly and donates time freely to other worthy community causes. Yet, through careful programming, it still has a few choice features available for sponsorship. Wire or write for particulars, now!

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

XUM

One Way Out of the Copyright Issue

Industry Is Advised to Cultivate Creators Of New Music

By R. C. WENTWORTH
Langlois & Wentworth

MENTION music copyright in any gathering of broadcasters, or even among the more astute time-buyers, and you've started something. There's more conversation and perhaps less real understanding of copyright than any of the burning issues in the radio bonfire. The author, who should know whereof he speaks, presents an unvarnished version of the problem, and perhaps a clearer approach to its eventual solution. He proposes that the industry protect the source of supply of new music, for the present and the future.

WHY is it that the great majority of broadcasters today are dissatisfied with the present form of music licensing? Is it because they think they are paying too much for what they get? Is the dissatisfaction occasioned by the methods employed by those who collect public performance fees? Or is it because the copyright owners have been in a position to compel the broadcasters to accept an agreement in which they had no voice?

Let us examine this question and see if we can arrive at the reasons behind the present dissatisfaction. In the first place let us find out just what the broadcaster pays for and why. The thing for which he pays is the right to perform music. As every broadcaster must perform music in order to operate his radio station, he must purchase these music performance rights from the owner. In other words, the broadcaster is forced by the very nature of his business to use another man's property—and he must pay the price set by the owner.

Composer's Rights

It has been thoroughly established that the creator or composer of a piece of music has certain well defined rights over that music—and the right which the broadcaster must purchase is that of public performance. This public performance right is vested in a group representing both the composer and the publisher and the group in turn licenses the station to make use of the right.

ASCAP is an association of publishers banded together for the purpose of selling performance rights. Although ten years ago these performance rights were not supremely important, today they represent the most valuable asset of the music publishing industry. ASCAP itself has no independent power apart from its membership. All its power is derived directly from the copyright proprietors it represents.

There is no doubt that the copyright proprietor can dispose of his rights at any price which he considers adequate. Because statutory copyright is limited to a total of 56 years, it can readily be seen that a great deal of the world's music is free from copyright, or in the public domain. In fact it has been stated on reliable authority that not more than 20% of the world's music is covered by copyrights on original compositions.

However, most public domain material is covered by copyrighted arrangements which cannot be performed without the permission of the copyright owner even though the original melody is free. As a matter of fact, practically all music is protected by some form of copyright.

Must Pay the Price

It isn't necessary for the composer of a piece of music to prove originality of his composition in order to register his copyright. This makes it possible for a number of authors to secure registration on the same material and the only way of determining which claimant has the valid copyright is to bring action in the Federal court to establish which owner has the prior claim. In other words, anybody can copyright anything—and frequently does.

It has been thoroughly established that the playing of music over a radio station constitutes a public performance for profit. When we add to this the fact that the copyright proprietor owns the public performance rights to his music, we can readily see why it is that the broadcaster must pay the copyright proprietor's price for the privilege of playing music. We can further see that the amount the broadcaster pays and the method of payment is also entirely within the control of the copyright proprietor. The fact that copyright proprietors have banded together in an association which many broadcasters refer to as a monopoly, doesn't alter the fact that if the broadcasters use music which they do not own they must pay the owner's price for the privilege, and the broadcaster himself has no right to establish that price, nor can he dictate the method by which the copyright proprietor collects his fees.

The broadcaster has been able to discover with very little effort that during the past 10 years his own industry has been almost entirely responsible for the promotion of music. He sees clearly that the writing, publishing and distribution of a song has nothing to do with its success and popularity but that his performance is responsible for the success of another man's property.

It is very evident to him that his own industry is entirely responsible for the promotion of the music publisher's merchandise. This has led him to wonder why the publisher should not be required to pay something for that promotion—on the same basis as other industries who use radio to foster their products. He has seen that the publisher not only gets his promotion for nothing but that he charges the industry a good round sum every year for the privilege of having his merchandise promoted.

It is a curious situation, and I can't say that I blame any broadcaster for his inability to understand why it continues to exist. As a matter of fact, it doesn't take a great deal of thought to arrive at the conclusion that the broadcasters themselves have a far more rigid monopoly over music than the publishers could ever hope to exercise over the broadcasting industry.

They Need Radio

Even a superficial survey of the situation will lead to the inevitable conclusion that the success of any publisher's catalogue is in direct proportion to the amount of public performance which he can obtain from the broadcasting industry.

This is not a new theory by any means. The publishers themselves are thoroughly aware of it. Few publishing houses could exist six months should the radio industry suddenly decide to withhold their promotional facilities. The music publisher himself is primarily a promoter and he is absolutely dependent upon a promotional medium, and radio is the only effective medium to which he can turn. Therefore, he actually needs radio more than radio needs him.

Both the publisher and the broadcaster are interested mainly in current music—that is, the so-called popular tunes of the day. Neither one gives a great deal of attention to music written in the past. This attitude on the part of

(*Continued on page 36*)

TAX-FREE MUSIC totaling 300 hours is called for under the contract signed by Langlois & Wentworth, New York transcription firm, taking over the NAB public domain transcribed library [BROADCASTING, Feb. 15]. At the formal signing Feb. 17, in addition to the transcribers, were trustees of the NAB Copyright Bureau Inc., and NAB officials. Seated (l to r) are R. C. Wentworth, John Elmer, WCBM, Baltimore, trustee; NAB President Neville Miller, and John J. Gillin Jr., WOW, Omaha, trustee. Standing: Harold V. Hough, WBAP-KGKO, Ft. Worth, trustee; C. O. Langlois; NAB Secretary E. M. Spence; NAB Counsel Andrew W. Bennett.

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Acquisition of World To Give CBS Complete Disc Service

No Changes in WBS Organization Are Planned; American Record to Be Separate Subsidiary

ACQUISITION of World Broadcasting System by CBS, which will materialize about April 1 unless the network's auditors and lawyers who are currently perusing World records and contracts run up against some unforseen contingency, is designed to place CBS on a par with NBC in offering advertisers a full transcription as well as network service.

While the primary reason for the purchase of the transcription company was to provide the recently-acquired American Record Corp. with modern studios equipped with ERPI recording apparatus, CBS was also pleased with the prospect of obtaining its own facilities for off-the-line recording of its network programs. At present the network is forced to send advertisers who wish such service to outside recording organizations. In addition, CBS is also taking over a "going business" in its acquisition of the World Program Service which currently has nearly 200 subscribers.

Deutsch at Helm

Announcement, made Feb. 16 by William S. Paley, president of CBS, that the network had acquired an option on the transcription company, stated that no changes in the World organization are being considered. Percy L. Deutsch, WBS president, will continue in the same capacity under a long-term contract. World and American Record will be operated as separate CBS subsidiaries, it was stated, although all recording of phonograph records for American Record and its affiliate companies will be done in the WBS studios at 711 Fifth Ave.

"When and if the acquisition is completed," Mr. Paley said. "Columbia will have extended still further its service to radio advertisers, and at the same time will be able through the American Record Corp., purchased in December, to offer records in the home field recorded on the highest quality equipment. The World Broadcasting System's studios and the equipment installed by Electrical Research Products, Inc., are acknowledged to be outstanding for recording purposes."

While executives at both CBS and World refused to discuss plans for the transcription company's operations, saying merely that many details not yet considered would be decided when the time came, it is understood that World will continue to compete with other transcription firms in the production of spot recorded campaigns for advertisers. No comment could be secured regarding the continuance of the "Gold Group" formed by World last fall to offer transcription advertisers the single ordering, single billing and absorption of mechanical costs advantages they obtain from the networks. Nor was there any answer to the query as to whether CBS would follow the precedent of NBC in restricting the off-the-line recording of its network programs to its own subsidiary.

FCC May Study

Although it has no legal control either over networks or transcription companies, it was indicated at the FCC that the CBS acquisition of WBS will be studied in the course of the current network inquiry, as will NBC's ownership of *Thesaurus*. Transcriptions constitute a specific phase of the inquiry, both in connection with allegations of suppression of transcription competition with network programs and network and other ownership of transcription companies.

It was pointed out that the FCC under the law does not license networks as such, nor does it license transcription companies. The purpose of the inquiry is to make a study of all industry operations with a view toward legislative recommendations which might encompass actual licensing of networks. Thus, it is felt, the CBS-WBS transaction falls within the scope of the inquiry.

Moreover, the question of announcement of transcription programs will be covered to determine whether the rule requiring their announcement at specified intervals should be retained. The American Federation of Musicians, which in the past has attacked transcriptions as "canned music", had filed an appearance for the network inquiry, setting up recordings and transcriptions as its primary interest. Since that time, however, it has withdrawn its appearance.

STATION LOSES CP; ANOTHER ON CARPET

ONE new station authorized in 1937 by the FCC lost its construction permit and another faced the possible loss of its CP as a result of FCC decisions Feb. 20. The CP defaulted was that granted to Clarence A. Berger and Saul S. Freeman for a new 100-watt daytime station on 1200 kc. in Couer d'Alene, Idaho, because of failure to construct within a reasonable time. It was to have been known as KGCI. Mr. Berger, formerly with KHQ-KGA, Spokane, and KOL, Seattle, is also member of a partnership holding a CP for a new station (KWAL) authorized last year for erection in Wallace, Idaho, with 100-250 watts on 1420 kc.

In the case of KGVL, Greenville, Tex., also authorized in 1937 to be built to operate with 100 watts daytime on 1200 kc., the Commission issued an order to show cause within 20 days why it should not revoke the CP. It claims that the death on June 29, 1938, of one of the partners, Fred E. Horton, publisher of the *Greenville Banner*, dissolved the partnership. WOAI, San Antonio, operating on 1190 kc., has been opposing the new station as a potential source of interference.

TANKS IN Times Square practiced bucking traffic and at the same time publicized National Defense Week with a demonstration in mid-Manhattan Feb. 18. John Reed King broadcast the maneuvers on CBS, including the orders of the platoon commander, sent to the drivers via shortwave.

Budweiser Adopts Radio With Texas State Series

SIGNING of Anheuser Busch Brewing Co., St. Louis, (Budweiser beer) to a five-day-a-week program for one year, to cater to women, was announced Feb. 24 by Elliott Roosevelt, president of Texas State Network. It is the first time the brewery, largest in the country, has used radio.

Featuring Roger Campbell in *Women in the News*, the account will run Mondays through Fridays, 10-10:15 a. m., over the entire network, Mr. Roosevelt said, marking the first time a brewer has sought to cultivate housewives. The series is scheduled to begin March 1 and was placed through D'Arcy Advertising Co., St. Louis.

Gulf Brewing Corp., Houston, (Grand Prize beer), a State product, began Feb. 28 over Texas State Network presenting *Highlights in the News* four times weekly at 5:45-6 p. m., Mr. Roosevelt also announced. Placed through Rogers-Gano Agency, Houston, the firm will alternate with Bowen Motor Coaches in sponsoring Mr. Roosevelt's own commentary on *Texas in the World News*.

GEORGE HARVEY, of the sales department of WGN, Chicago, is studying to become an amateur radio operator.

Lease and Letters

ONE of the many problems confronting CBS in its acquisition of World Broadcasting System is what to do about the insignia of stone without and of gold within the entrance to 711 Fifth Ave., WBS headquarters, identifying the structure as the National Broadcasting Company Building. NBC, which occupied the building prior to moving into Radio City, still holds the original lease on the property from the Hoagland Estate, and in turn leases it to Electrical Research Products Inc., which leases it to WBS. Unless CBS wants to arrange a new lease altogether the lettering will remain as is, says NBC.

Retail Association Plans Radio Drive

National Campaign to Start With Sunday Disc Series

EARLY in May a national spot radio campaign will be started by the National Association of Retail Grocers to tell the story of the independent retailers to the American people. The radio program will begin as a quarter-hour Sunday transcribed series, during the summer and fall will be extended to a thrice-weekly quarter-hour series, later to five weekly, according to officials of NARG.

Expected to run for more than a year, the radio series will be built around historical dramatizations of the part played in America's economic and social life by independent grocery retailers, may be extended to other independents such as druggists and hardwaremen.

Hope to Raise $100,000

NARG has 500 State and local associations, numbers 50,000 in its total membership. Based on the slogan "Independence Made America—Trade Independent", the organization campaign is being financed by the sale of buttons at 25c apiece. More than $100,000 is expected to be raised by selling these buttons to retail grocers, clerks and drivers.

Early in March, NARG will call meetings of wholesale grocers and retailers in 50 key cities throughout the country. As a result of these meetings local retailer committees will be organized to collect funds locally for the cooperative publicity campaign. Time will be bought on local stations by these committees and all funds collected will be spent under their supervision in the community which raises them.

Hilmer V. Swenson Co., Chicago, is handling the account. Campaign headquarters is Trade Independent Campaign, care National Assn. of Retail Grocers, 360 N. Michigan Ave., Chicago. Newspapers and store displays will also be used.

Nash Plans Discs

NASH-KELVINATOR Corp., Detroit, has announced that its 1939 radio advertising plans will be similar to those followed last year with transcribed announcements, copy for which has not been selected, available to dealers throughout the country who are distributing for the Kelvinator Division. One-minute spot announcements are planned on a large list of stations to advertise Nash motor cars. Geyer, Cornell & Newell, New York, handles the account.

Harvester to Expand

INTERNATIONAL HARVESTER Co., Chicago, on Feb. 25 started five to six 15-minute news periods weekly on WCCO, Minneapolis; WDAY, Fargo; WIBW, Wichita; KMA, Shenandoah. Firm also sponsors *Rural Crime Reporter* on WLS, Chicago, Wed., 7-7:30 p. m. It is understood that the campaign will be considerably expanded in the near future. Aubrey, Moore & Wallace, Chicago, handles the account.

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY PRESENTS SHIELDS YOU

WSM
NASHVILLE, TENNESSEE
CLEAR CHANNEL
50,000 WATTS
N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

Wichita Falls Vote Sustained by FCC

THE FCC by a 4 to 3 vote on Feb. 20 reaffirmed its decision of last June 28 authorizing Wichita Broadcasting Co., headed by Joe B. Carrigan, Wichita Falls attorney, to erect a new station in that city to operate with 250 watts night and 1,000 day on 620 kc. With Commissioners McNinch, Brown and Sykes dissenting, the Commission denied the petitions for rehearing filed on behalf of West Texas Broadcasting Co., WTMJ, Milwaukee (now on 620 kc.) and KTBS, Shreveport (applicant for 620 kc).

At the same time the Commission granted the motion of Faith Broadcasting Co., which like West Texas had been rejected as an applicant for a new outlet in Wichita Falls, on 1380 kc., to withdraw its application. It was indicated the West Texas group, whose prime movers are the publishers of the *Wichita Daily Times* and *Record News*, may appeal the decision to the courts.

Vote is Similar

The Commission's vote was the same as that for the original grant to the Wichita Broadcasting Co., three dissenters having originally voted at that time in favor of the Faith company. The Wichita Broadcasting Co. was originally headed by R. W. McFarlane, father of former Rep. William D. McFarlane, defeated in the last elections, but at the hearing announced that Mr. Carrigan had replaced the elder McFarlane as president.

The Commission last July authorized the new station, to be called KWFT, to replace KGKO which had been moved from Wichita Falls to Fort Worth where it is now operating.

Last September an application was also filed to move KTAT from Fort Worth to Wichita Falls as an outlet of Elliott Roosevelt's new Texas State Network. Raymond E. Buck, KTAT owner, was reported to have sold 51% interest in KTAT to Col. W. T. Knight, Wichita Falls oil operator.

Hires Increasing

CHAS. E. HIRES Co., Philadelphia, on Feb. 26 started a spot announcement campaign for Hires root beer on a list of stations which will be increased during March. O'Dea, Sheldon & Canaday, New York, handles the account.

Richman's Hookups

RICHMAN BROS. Co., Cleveland, have started a network campaign for men's clothes, sponsoring *Front Page Parade*, dramatic reenactments of the day's news, three days weekly on seven Mutual stations. Program features Peter Grant, chief announcer of WLW, Cincinnati, where it originates. Programs are broadcast twice each Monday, Wednesday and Friday evenings—from 6:30 to 6:45 on WHK, WSPD and WCAE, and from 7:30 to 7:45 on WLW, WGN, KSTP and KXOK. McCann-Erickson, Cleveland, handles the account.

Gallery Privelege For Radio Likely

Fulton Lewis Plea Received Favorably by Senate Group

PROSPECTS of recognition by Congress of the right of reporters for the radio to have the same free access to sources of news that newspaper correspondents now enjoy, by virtue of their membership in the Congressional press galleries, loom brighter as a result of a hearing Feb. 24 before Senator Gillette (D-Ia.) as chairman of a subcommittee of the Senate Rules Committee. The hearing grew out of the rejection by the Standing Committee of Correspondents of the application of Fulton Lewis Jr., MBS news commentator, for a change in the rules to give radio a place in the Senate Press Gallery [BROADCASTING, Feb. 15].

Mr. Lewis appealed from the correspondents' decision and asked for a change in the 55-year-old press gallery rule, which even Alfred F. Flynn, chairman of the Standing Committee, admitted was obsolete. Mr. Lewis was supported by Neville Miller, NAB president; Kenneth H. Berkeley, manager of NBC's Washington stations, WRC and WMAL, and William B. Dolph, manager of WOL, Washington, all of whom appeared at the hearing.

The same privileges granted newspapermen were asked by Mr. Lewis, but Mr. Flynn opposed this because of already overcrowded press galleries. Mr. Flynn, however, asserted that radio is entitled to a gallery of its own, and the concensus was that the gallery space should be widened to accommodate radio reporters. It is anticipated Senator Gillette will make recommendations to this effect to the Senate committee.

Mr. Lewis' chief argument was that radio is a basic news distributing medium, its difference from the press being simply that it eliminates the need of publication and is faster. Press associations, he pointed out, sell news to radio as to newspapers. He asked no privilege for radio that the press does not enjoy, asserting the same rules of gallery eligibility should apply to radio as to press men. There are now 502 members of the Congressional press gallery, it was pointed out, and they represent 309 newspapers as well as the press associations, but the AP alone has 80 qualified members, UP 29, INS 22, *New York Times* 19, *Washington News* 17, *Washington Post* 16, *Washington Star* 13. Yet Mr. Lewis was barred even though he represents a network of 108 stations.

Mr. Miller, pointing out that many State legislatures and most local police accord radio reporters the same facilities as newspapermen, asked that similar treatment be given radio men. Like Mr. Lewis, he asserted that the press gallery privilege would probably be asked only by about a half-dozen radio men. It was emphasized that newspapers and press associations should have no monopoly in newsgathering facilities, nor should the 230 or more newspapers with interests in radio stations have an unfair advantage in having correspondents admissible to the press gallery while non-newspaper owned stations and networks are barred.

Again

NATIONAL PROGRAM LEADERSHIP

KSD

BROADCASTS

8 of the 12 first

BEST PROGRAMS IN NATION-WIDE POLL

The Eight Are:
Jack Benny
"Charley McCarthy"
Bing Crosby
Fred Allen
Good News of 1939
One Man's Family
Kay Kyser
Bob Hope

In the annual poll of Radio Editors of the United States and Canada taken by the New York World-Telegram, 8 programs on KSD are among the 12 voted best. Popular programs and special timely features have made KSD the listener preference station in St. Louis.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

GIVE *YOUR* SALES A LIFT

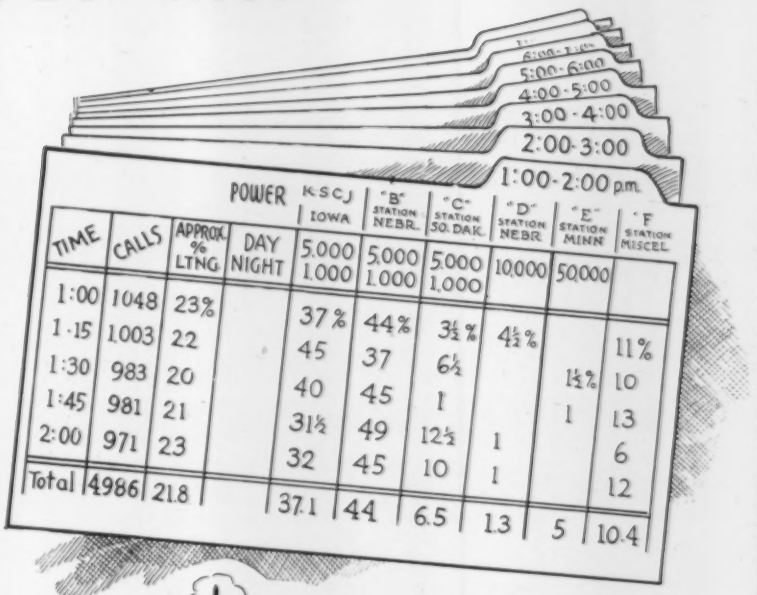
The KSCJ PERPETUAL SURVEY WAY!

KSCJ's business is LIFTING sales. And how well it knows its business!

KSCJ clients will tell you that when it comes to the art of lifting sales KSCJ works smoothly, easily, scientifically. And, as a result, sales reach unprecedented heights.

Aside from the richness of the KSCJ market, the KSCJ PERPETUAL SURVEY is a mighty important factor in this sales lifting job. Day after day, hour after hour for the last 16 months this ingenious analysis of listener preferences has charted a straight course for KSCJ advertisers.

Ask George Hollingbery, or this station, about it.



TIME	CALLS	APPROX. % LTNG.	DAY NIGHT	POWER KSCJ IOWA 5,000 1,000	"B" STATION NEBR. 5,000 1,000	"C" STATION SO. DAK. 5,000 1,000	"D" STATION NEBR. 10,000	"E" STATION MINN 50,000	"F" STATION MISCEL.
1:00	1048	23%		37%	44%	3½%	4½%		11%
1:15	1003	22		45	37	6½		1½%	10
1:30	983	20		40	45	1		1	13
1:45	981	21		31½	49	12½	1		6
2:00	971	23		32	45	10	1		12
Total	4986	21.8		37.1	44	6.5	1.3	5	10.4

THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!

KSCJ

The JOURNAL

Sioux City, Iowa

Affiliated with C.B.S

Represented by GEORGE HOLLINGBERY · *C.W. Corkhill*, MANAGER

LICENSE OF KUMA REVOKED BY FCC

THE SELDOM used power of revoking a station license was invoked Feb. 20 by the FCC in ordering the silencing of KUMA, Yuma, Ariz., because of alleged making of false statements by the station licensee. The local was ordered off the air effective April 1, but under the law it has 15 days in which to request a hearing, with an automatic staying of the revocation order. Customarily the FCC, as did its predecessor Radio Commission, awaits renewal of a station's license, at which time hearings are designated, rather than use of the the revocation procedure which places the burden of proof upon the Commission. It has resorted to the revocation method several times in the past.

The Commission stated in a press release that among other reasons it appeared that Albert H. Shermann, holder of the KUMA license, in his application for renewal "made false statements under oath to the effect that he was in actual control and operation of said station, when in truth and in fact one E. B. Sturdivant was, and at all times since Feb. 1, 1934, has been in actual control and operation thereof."

TEN-YEAR VETERANS, all stars, executives or radio editors, were luncheon guests of Lanny Ross Feb. 17, and at the get-together he revealed a plan to form a club of decade-or-more-in-radio people so they might gather more frequently. Seated left to right here are Niles Trammell, executive vice-president of NBC; David Butler, of General Foods; Lanny Ross, and Frederic Willis, assistant to President William S. Paley of CBS. Among others present at the luncheon were Ben Bernie; William Baker, of Benton & Bowles; James Wright, of Lord & Thomas; Luther Reid, of CBS press department; Orrin Dunlap, radio editor of the *New York Times*, and Johnny Johnstone, press director of WOR, Newark.

BOAKE CARTER returned to the air for a one-time show Feb. 19 when he was guest on the WOR-MBS *People's Rally Fun Quiz*, taking the affirmative side against John B. Kennedy in a debate on compulsory army service.

A New Buy in Georgia

The **GEORGIA MAJOR MARKET TRIO** is a new buy in Georgia, consisting of the three **C.B.S.** stations in Georgia's three major radio markets: Atlanta, Savannah and Macon.

In **ATLANTA** — **WGST**, 5,000 watts Day, 1,000 watts Night; 890 kc. — delivering thorough coverage of Atlanta and Northern Georgia, the leading retail and wholesale center in the Southeast.

In **SAVANNAH** — **WTOC**, 5,000 watts Day, 1,000 watts Night; 1,260 kc. — the only station in Savannah, Georgia's second city, 294 miles southeast of Atlanta, on the Atlantic, outside the coverage area of all other stations.

In **MACON** — **WMAZ**, 5,000 watts; 1,180 kc. — the only station in Macon, dominating central Georgia. Macon is in Bibb county, Georgia's third county in population and retail sales.

WHAT DOES THE GEORGIA MAJOR MARKET TRIO MEAN TO ADVERTISERS?

At lower cost, the GEORGIA MAJOR MARKET TRIO offers:

1. Primary coverage of three-fourths of Georgia's radio homes.
2. Concentrated coverage in three markets instead of one through individualized local programing.
3. Dealer loyalties in three markets instead of one.
4. Merchandising assistance in three markets instead of one.

CONSULT *The Katz Agency* FOR RATES AND AVAILABILITIES

THE GEORGIA MAJOR MARKET TRIO

Primary Radio Coverage of Three-Fourths of Georgia's Radio Homes

Represented by THE KATZ AGENCY, INC.

Olson Rug Spots

OLSON RUG Co., Chicago, has started an extensive spot campaign varying from two to six quarter-hours weekly on the following stations: KNX WWVA KOA WOC WHO KDKA WLS KMOX WHAM WBT WIBW WJR; one to six five-minute periods weekly on WMMN KFBK WOWO WMT WREC WRVA WKY WPTF KFAB WOR WABC WSYR WBT WCCO KITE; one-minute spot announcements varying from one to three daily on KFNF KMA KFBI WLS WCHS WKBH WTMJ WSAU WHBL KGKO KSOO WNAX WFAA KTUL WCLE WHKC KFYR WDAY KGHL KFBB KMMJ KANS KFEQ; weekly half-hour show on WCCO; participations on WTIC and WRC; six 10-minute periods weekly on WGY. Presba, Fellers & Presba, Chicago, handles the account.

Caldwell Disc Spots

DR. W. B. CALDWELL, Monticello, Ill. (Syrup Pepsin), on March 6 starts one-minute transcriptions twice daily five days weekly on WAPI KLRA KLZ WFLA WSB WLS WIRE WHO WIBW WHAS WWL KWKH WOOD-WASH WHB KFEQ KWK KWTO KMMJ KRLD KPRC KFYO WOAI KRGV WDBJ WCHS WWVA KFAB KOIL WWNC WSOC WBIG WPTF WCKY WHKC WHIO WSPD WKY KVOO WCAE WIS WFBC WDOD WNOX WMC KGNC. Benton & Bowles-Chicago handles the account.

Nursery's Spring Drive

GARDNER NURSERY Co., Osage, Ia., growers of shrubs and perennial plants, started its spring campaign in mid-February with daily schedules of five and 15-minute programs on WJR WSM KSL WAAT WHDH KHQ WHJB KFRC WMIN WWL WDAY WCFL KMPC KOL WTAR WCPO KGHL KSEI KWLK WEW WPAY WKST KWJJ KGER KGDE KEEN KOVC XERA XEAW XEAC XELO WFAA WCAO KIEM KMTR KTFI KFOX WIBC WKY WTHT WWSW WHIS WHAT WJJD KROW WHAS WJBS WTRC and WFBM. More stations will be added about March 1. Northwest Radio Advertising Co., Seattle, handles the account.

Nursery to Extend

GOOD & REESE NURSERIES, Springfield, O., in early March will extend its spot campaign to an undetermined number of Northern stations. A varied schedule of thrice-weekly 5 and 15-minute disc shows is presently used on eight Southern stations, according to Roy E. Dodge, radio director of the Albert Kircher Co., Chicago agency in charge.

BREE COSMETICS Co., Chicago, has renewed its quarter-hour weekly series titled *Betty Bree*, a Sunday live talent beauty hint program on WBBM, Chicago; WJR, Detroit; WTAM, Cleveland; WCCO, Minneapolis. Contract for 26 weeks was placed by Ruthrauff & Ryan, Chicago.

KARK, Little Rock, Ark., on Feb. 20 was authorized by the FCC to increase its night power from 500 to 1,000 watts on 890 kc.

"I haven't seen a movie in 3 years
...I've never read a best seller
...I've never seen a play
...I've never seen a large city"

Mrs. Pratzner and her daughter listening to the radio which has now been replaced by the modern radio she won in the contest.

But— THROUGH THE MAGIC OF RADIO

Alma Kitchell is shown here, presenting Mrs. Pratzner with a new RCA Victor radio—first prize in the contest.

Mrs. Joseph A. Pratzner of Mays Landing, N. J.

Hears the latest news

Listens to drama

Knows the comedians

Says: "Without radio my family and I would be lost"

PRIZE WINNER in the contest—"What radio means to me and my family"—recently conducted over NBC facilities by the program—*Alma Kitchell's Brief Case*—Mrs. Pratzner's letter echoed the statements of nearly every entrant.

"Radio means heaven for my child," wrote one woman of her blind daughter. Another credited radio with straightening out her wayward son. An American, barricaded in the loneliness of a foreign land, declared radio was her "whole world." A listener living in the slums said radio "keeps us from going mad."

NBC is proud to play a part in so great a public service as radio. And NBC is also proud that its Alma Kitchell program—a 10-minute feature—attracts a listening audience from Mays Landing to Nicaragua!

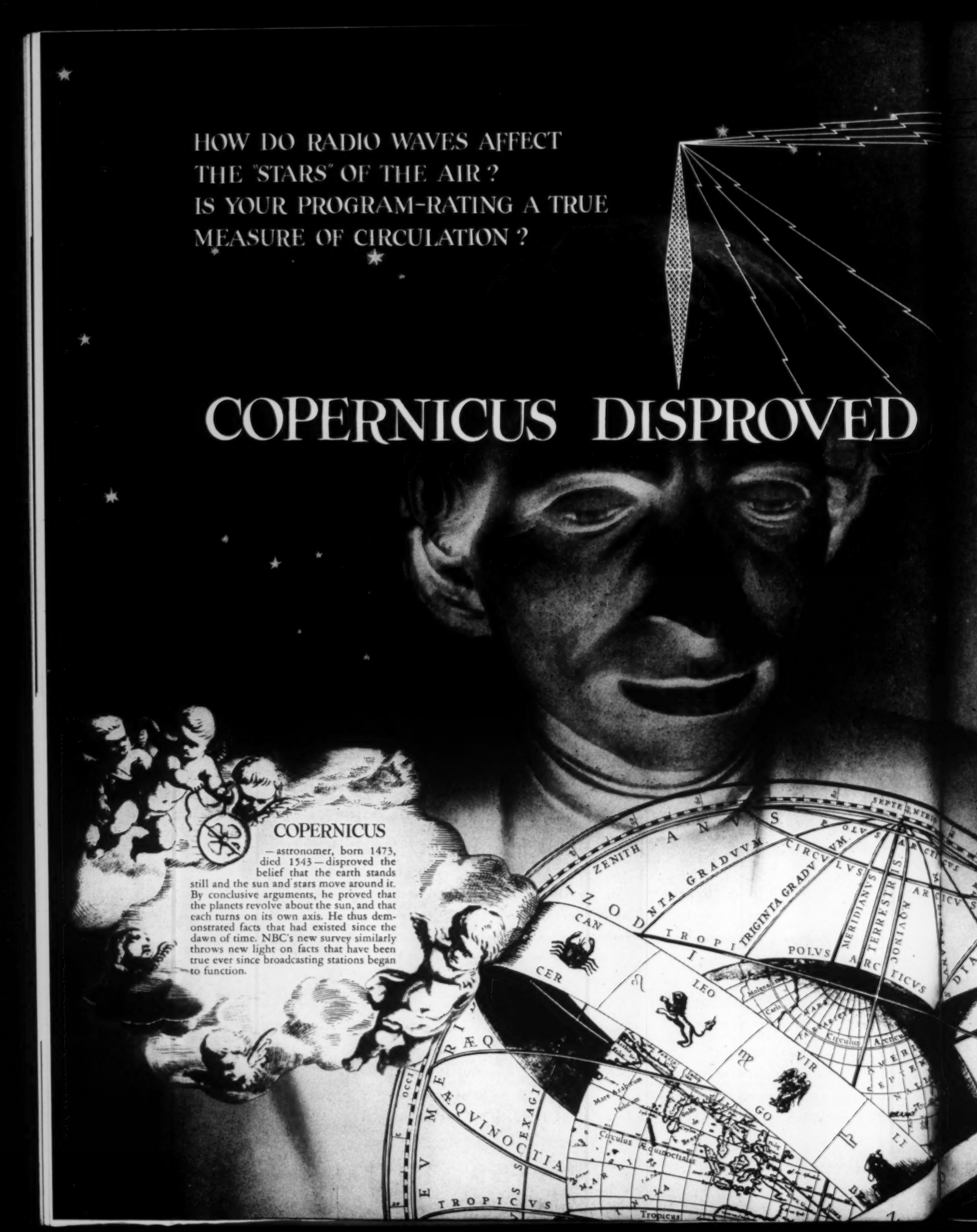
NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A Radio Corporation of America Service

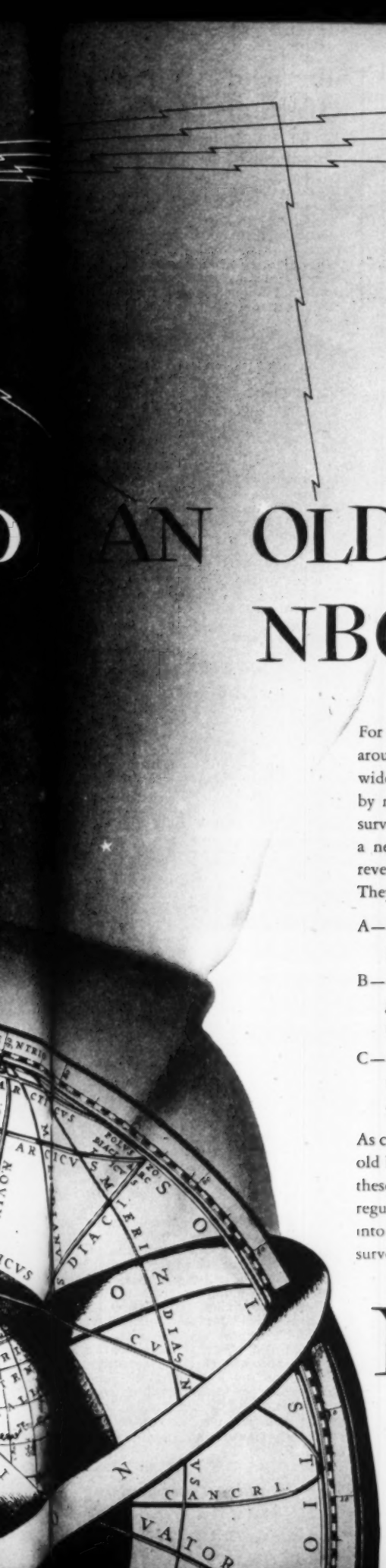
XUM

HOW DO RADIO WAVES AFFECT
THE "STARS" OF THE AIR?
IS YOUR PROGRAM-RATING A TRUE
MEASURE OF CIRCULATION?

COPERNICUS DISPROVED


COPERNICUS
— astronomer, born 1473, died 1543 — disproved the belief that the earth stands still and the sun and stars move around it. By conclusive arguments, he proved that the planets revolve about the sun, and that each turns on its own axis. He thus demonstrated facts that had existed since the dawn of time. NBC's new survey similarly throws new light on facts that have been true ever since broadcasting stations began to function.
ZENITH
TRIGINTA GRADVVM
CIRCVLVS
MERIDIANVS
TERRESTRIS
POLVS
CAN
CER
LEO
VIR
LI
TROPICVS
Tropicus
Circulus Æquinoctialis

XUM



AN OLD BELIEF...
NBC *now does likewise*

For years, program ratings have revolved around studies of only one-half of the nationwide radio audience—the half served *locally* by major network stations. NBC has now surveyed the *other half*, and has uncovered a new set of listening habits never before revealed to advertisers or advertising men. They prove:

A—that differences in the *reception* of your program affect its total circulation.

B—that network effectiveness differs more greatly in areas of remote reception than in areas of local reception.

C—that you can measure this difference in the all-important terms of *regular listeners.*

As clearly as Copernicus demolished the age-old belief in a fixed earth and a moving sun, these new facts show the fallacy of taking regular program ratings and translating them into "circulation." More than that, this NBC survey makes it possible—for the first time in broadcasting history—for you to compare network circulations on a truly nationwide basis, including listeners in cities, towns, villages and farming areas alike.

When you, personally, hear NBC's new presentation of these facts, you will see clearly why the NBC Red Network delivers more intensive, more thoroughly *nationwide* circulation than any other network. Tell us you want to be *shown*, call any NBC Network representative!

DO YOU KNOW—

That 50% of all U. S. radio homes rely on "remote service" from major network stations?

That *transmission* is just as important as the program itself in reaching these people?

That the listening habits of these families are not reflected in the regular "program ratings"?

That these listeners add a great plus value to Red Network circulation?

That NBC's new survey tells the why and how of all these facts, and what they mean to you? Call NBC for a personal presentation!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

XUM

JenningsKGW-KEXHead Connet Is Sales Manager

REAPPOINTMENT of W. Carey Jennings as general manager of KGW and KEX, Portland, Ore., succeeding Charles O. Chatterton, resigned, was announced Feb. 16 by E. Palmer Hoyt, publisher of the *Portland Oregonian*, owner of the stations. Mr. Chatterton has resigned both from the *Oregonian* and the stations, it was stated. He has made no statement regarding his future plans. He was assistant business manager of the newspaper in supervisory charge of the stations and last September assumed the active management of KGW and KEX, at which time Mr. Jennings, who had been manager, continued as the commercial manager.

Mr. Jennings

With his resumption of the management of the stations, Mr. Jennings announced appointment of Paul Connet as sales manager, and Ralph Greer, as traffic manager, both moving up from the ranks of their respective departments. Mr. Connet joined the Portland stations more than two years ago after having served at KGU, Honolulu. Mr. Jennings is in his seventh year with the *Oregonian* stations. Before that, he prepared, placed, and personally broadcast programs for Sears, Roebuck & Co. in the Pacific Northwest.

KMA Seeks Omaha Move

KMA, Shenandoah, Ia., on Feb. 24 filed with the FCC an application to move to Council Bluffs, Ia., just across the Missouri River from Omaha. It sought permission to install a new antenna and move its transmitter. Operated by the May Seed & Nursery Co., the station operates on 930 kc., with 5,000 watts day and 1,000 night. It is an NBC-Blue and MBS outlet.

Labor Saver

ARGUING that an "air salesman" would bring in bigger returns, Grant Sandison, salesman of WTMJ, Milwaukee, recenty talked the Ellsworth Pipe & Supply Co. out of adding a salesman to the firm's sales force in favor of radio advertising, and sold the company a daily news spot on the WTMJ schedule.

Atlantis on Three

ATLANTIS SALES Corp., Rochester, has started a test campaign for Coleman's mustard for use in the bath as a way to check overfatigue, using transcribed announcements six times weekly on KSFO, San Francisco, WKRC, Cincinnati, and WTIC, Hartford. Campaign, started in mid-February, is placed through J. Walter Thompson Co., New York.

Mexican Approval Of Pact Forecast

Early Action Is Indicated by Communications Official

DURING AN unofficial visit to Washington Feb. 22 Alfonso Gomez Morentin, Postmaster General of Mexico in general supervisory charge of communications, left the impression that the North American Regional Broadcasting Agreement, providing for reallocation of broadcast frequencies, would receive the sanction of his Government in the not-too-distant future. The United States, Canada and Cuba already have ratified the compact.

En route to Buenos Aires, where he will attend the International Postal Conference, Senor Morentin was the house guest of FCC Commissioner T. A. M. Craven. They are old friends, having headed their respective delegations to the North American Conference in Havana in December, 1937.

Because of the unofficial character of Senor Morentin's visit there were no conversations either with FCC officials or with the State Department relating to the treaty. Official conversations are being conducted by the American Embassy in Mexico City with the Ministry of Communications, now headed by Melquiades Angulo, an engineer who was named early this year to succeed Francisco Mugica, resigned.

Special Session Likely

Meanwhile, advices from Mexico City were that the President and other high officials felt it was in the best interests of Mexico to have the treaty ratified, so that it can become fully effective within a year. The Mexican Senate last October declined to ratify but this action, it is now felt, occurred because the Senate had not been fully informed on the subject.

There is likelihood of a special session in March, at which time it is expected steps will be taken for prompt ratification. If there is no special session, formal action must await the regular September meeting though there still is the hope an administrative agreement will be sanctioned which will be tantamount to signifying the intention of Mexico to ratify, and would pave the way for acceptance of the treaty terms [BROADCASTING, Jan. 15].

Meanwhile, the FCC is proceeding with new rules and regulations which would encompass the terms of the proposed new allocations. The so-called Superpower Committee shortly will complete Part II of its report on rules and regulations, thus placing the entire project squarely before the full Commission. Parties in interest will be allowed to file exceptions probably within a 30-day period, with oral arguments to be heard afterward. Thus, it is expected, several months must elapse before final promulgation of the new rules. If Mexico has not ratified the treaty by that time, the rules will prescribe existing frequency assignments but all other provisions will become effective. With Mexico's ratification, it would then be possible to specify the date on which the reallocation would become effective, involving the sliding up and down the band of most of the stations, which however generally would retain their same relative positions [see full text of treaty in BROADCASTING *1939 Yearbook*].

thats what WOWO Farmers call it!

$21,283,000 ANNUAL POULTRY INCOME

Chicken money . . . pin money . . . no matter what you call it . . . still a lot of money in the pockets of the WOWO Family.

But at that, it is only 1/13th of their annual farm income of **a quarter billion dollars.**

The loyalty of WOWO farmers and their ready buying power reflects quickly in the increased sale of products advertised over WOWO.

It costs you little to share in this buying power.

10,000 Watts: 1160 Kilocycles — *NBC Basic Blue Network*

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION!

Drama WITHOUT FOOTLIGHTS

● Drama begins in KLZ's well appointed studios, abetted by one of the finest sound effects set-ups in the country.

● It reaches a thrilling climax in Denver's stores where KLZ-exploited products command buyers' attention.

● KLZ has the men, methods and machinery that produce the kind of drama preferred by advertisers . . . the drama of cash registers ringing . . . the drama of buyers buying.

The record of the dramatic pitch to which KLZ facilities and performers are tuned is written in KLZ's files for 1938.

A national food product sponsor writes: "Our business has shown a steady increase in Denver since we have been using KLZ." A local packer says: "Our 1938 sales are 8% over 1937. Since we are spending 75% of our appropriation on KLZ we shall give you credit for 75% of this increase." A Denver furniture dealer sends in his renewal contract for the third consecutive year and comments: "Our urban and rural business has held up remarkably well this year which we believe is directly due to our KLZ advertising."

KLZ, too, has a market that inspires such merchandising drama . . . a market that comprises 78% of the entire population of Colorado . . . a listening audience that embraces 80% of this thickly populated "business side" of the state.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

XUM

ACA to Plan Campaign To Organize Technicians

PLANS for the organization of broadcasting technicians on a national scale are expected to be made at the meeting of the international executive board of the American Communications Assn., CIO union covering the entire communications field, to be held in New York, March 8-10. Broadcast division of the union has contracts with a number of stations in New York, Philadelphia and other eastern cities, but has made little headway elsewhere.

An election of the engineers at CBS M & O stations, held last fall under auspices of the National Labor Relations Board, resulted in the choice of Associated Broadcast Technicians, independent organization, as collective bargaining agency for all technicians employed by CBS, and the defeat of ACA. It is believed the recent victory of the American Federation of Radio Artists will act as an incentive for drives against radio by ACA and other unions.

One Way Out of Copyright Issue

(Continued from page 24)

the broadcaster is engendered by the fact that his listeners demand the latest popular hits. On the part of the publisher it is because of the expense attending the active promotion of a new tune.

Neither the writer nor the publisher makes a hit. The only thing that makes it a hit is public acceptance, and the only thing that secures public acceptance is promotion—and the chief medium of promotion is broadcasting. So obviously the broadcasters create the hits and consequently profits for the publishers.

Only a very limited number of new tunes are registered in the copyright office each year, and an exceedingly small number of these tunes ever assume the "hit" status. So we have a situation where a broadcaster, compelled by his audience's demands, performs this limited number of "pop" tunes every year and at the same time pays performance license fees for *all* music—both new and old. Actually, the broadcaster is paying $4,800,000 a year primarily for the privilege of performing a limited number of new popular tunes.

Farewell to Genius

It may seem strange to the reader why it is that there are not more new tunes available each year, as it has been conservatively estimated there are 100 tunes written for every one published. However, the explanation of this fact is also obvious when it is remembered that the publisher's largest item of expense in launching a song is promoting its performance by broadcasters. Therefore, the publisher cannot afford to have too many new tunes in his catalogue. If he did, he would not be able to spend the money necessary to give all his new tunes adequate exploitation by radio.

This matter of the limited amount of new tunes available each year brings up another question which has been given altogether too little consideration by the radio industry. This is the broadcasters' direct responsibility to the public for the discovery of new creative talent among the vast number of unheard-of composers. If it is a fact that the publisher must turn to the broadcaster as his major means of promotion, it is also a fact that the new composer must turn to the same source in order to get the product of his creative ability exploited. As the music industry is set up today, it is virtually impossible for them to give the young songwriter this exploitation.

This situation, if allowed to continue, will tend to dry up the fountain of creative genius in this country, because no writer or composer can work indefinitely without hope of reward. The broadcaster himself must eventually accept responsibility for this situation. In other words, in his hands rest the power to promote and publicize music and if he withholds this promotion from the young creative artist, he alone must accept the responsibility.

More Music Needed

It is the belief of many thoughtful people in this country that if the broadcasters made an effort they could uncover a wealth of new talent. The broadcaster today exercises a monopolistic but legal control over the only important medium of self-expression open to the composer and the broadcaster must assume the responsibility entailed by this monopoly.

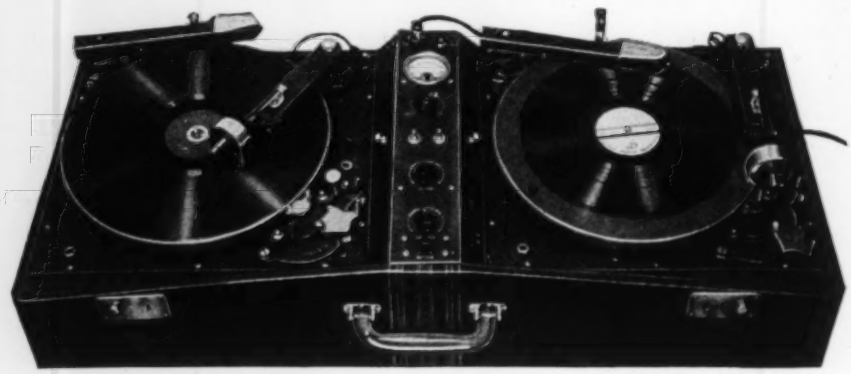
The facts of the situation are that the number of songwriters has been decreasing and the demand for new music has been increasing.

The purpose of this article is not to suggest a cure-all, either for the music licensing set-up or for the development of new talent. It is rather to expose a few facts which should be within the knowledge of every broadcaster. Broadcasting as we know it here in the United States is a business which like any other venture, must show a profit. But because of the unique position which the industry occupies in its relation to the public, the financial return must be subordinated at least in part to public service.

Music, to the broadcaster, is an indispensable basic ingredient. That some measure of control should be exercised over this vitally important material by the broadcaster is an unanswerable fact. He must protect his own source of supply, not only for the present but for the future.

Music is not a natural resource. It requires cultivating and if the broadcaster is not willing to take the responsibility for this cultivation, who will?

THE FCC, at request of applicants, has dismissed the application of Estelle P. Chapman, of Detroit, chief owner of WMSD, Sheffield, Ala., for authority to sell 80% control of the station for $18,000 to W. M. Liddon, of Nashville [BROADCASTING, July 1, 1938].



Record your remote pickups with this new PRESTO recorder

Scores of leading broadcasting stations are now recording their man-on-the-street programs, descriptions of local news events and interviews with celebrities at airports, hotels, offices, golf clubs or baseball parks.

By using the Presto Recorder, they can get to the scene of events on a moment's notice . . . avoid the uncertainties of short wave transmission . . . and broadcast their special programs without disturbing the program schedule.

These special broadcasts have become so important that many stations have asked us to design a light-weight Recorder combining all the features required for this work. Here it is.

The new Presto Model M Recorder enables you to make high quality 12" records continuously, without interruption. The original records may be put on the air, or the best features of each may be dubbed onto a 16" transcription. The Model M consists of two dual-speed 12" recording turntables, a recording amplifier and two-microphone mixer—all mounted in a single carrying case which measures 10" x 15" x 35" and weighs only 62 pounds. For field work it may be operated from storage batteries using a 120 watt, 12 V DC to 110 V 60 cycle AC converter.

Write today for bulletin giving complete technical description.

PRESTO RECORDING CORPORATION
247 West 55th Street, New York, N. Y.

RADIO TIME BUYERS

. . . MATCH THIS IF YOU CAN

WDAF Lays Down a Half Milivolt Daytime Signal in 189 Counties in One of the Country's Richest Markets for $18 a Quarter Hour.

That Means Less Than 1 Cent Per 2,000 Potential Listeners.

MATCH THAT IN ANYBODY'S MARKET IF YOU CAN!

WDAF

THE KANSAS CITY STAR

XUM

Changes and Corrections in BROADCASTING 1939 Yearbook...

BECAUSE of changes reported since the 1939 BROADCASTING *Yearbook* went to press early in January, and to correct several errors, the following changes should be made:

Page 62: Remove (*) from KVWC, Vernon, Tex. (sixth column); also from KTSW, Emporia, Kan. (fifth column). Eliminate listing of KGCI, Couer d'Alene, Idaho (ordered deleted by FCC).

Page 66: Under 570 kc. indicate 1,000 watts as day power of WKBN, Youngstown, O. Under 1200 kc., change day power of KELO, Sioux Falls, S. D., to 250 watts. Under 890 kc., indicate night power of KARK, Little Rock, Ark., as 1,000 watts (authorized Feb. 20). Under 1200 kc., eliminate KGCI, Couer d'Alene, Idaho.

Page 68: Under 1250 kc. change day power of WNEW, New York, to 5,000 watts (effective Feb. 13). Under 1210 kc., remove (†) from WRAL, Raleigh, N. C. (goes on air March 6); under 1310 kc., change day power of WEMP, Milwaukee, to 250 watts; under 1370 kc., remove (†) from KTSW, Emporia, Kan. (now on air); under 1370 kc., change power of WMFD, Wilmington, N. C., to 250 watts day and 100 night.

Page 73: Remove (†) from KVWC, Vernon Tex., (under 1500 kc, fourth column). Under 1500 kc., indicate 100 watts as night power of WDAN, Danville, Ill.

Page 74: Under 630 kc. change power of CKOV, Kelowna, B. C., to 1,000 watts. Insert CHNC, New Carlisle, Que., under 610 kc. and eliminate it from 960 kc., listing power 1,000 watts. Change frequency of CBM, Montreal, Que., from 1050 to 960 kc.; change CBY, Toronto, from 960 to 1320 kc. (as of Feb. 26). Change frequency of CFQC, Saskatoon, Sask., from 840 to 600 kc. (as of Feb. 15). Change frequency of CJGX, Yorkton, Sask., from 1390 kc. to 1430 kc.; change power from 100 to 1,000 watts (as of Feb. 1).

Page 76: Indicate by asterisk (*) that KTSW, Emporia, Kan., is now on the air. Also that WRAL, Raleigh, N. C., goes on air March 6.

Page 84: Delete Joseph R. Spadea as Detroit manager of Edward Petry & Co., and substitute William Cartwright.

Page 88: Eliminate individual station representative listing for KGKO, Fort Worth, Tex. (Now Free & Peters)

Page 91: Indicate NBC as network for KVOA, Tucson, Ariz.; Arizona Network for KGLU, Safford, Ariz.

Page 92: Indicate 1,000 watts as both day and night power of KARK, Little Rock, Ark. (Authorized Feb. 20.)

Page 94: Change program manager of KMPC, Los Angeles, to Ted Gates. Indicate M. Scott Weakley as program director of KROW, Oakland, Cal. Change commercial manager of KFVD, Los Angeles, to F. J. Smalley Jr. Eliminate John W. Crews as general manager of KYOS, Merced, Cal.

Page 97: Change general manager of KHUB, Watsonville, Cal., to John W. Crews, and program director to Emery Milburn.

Page 98: Change licensee of KIDW, Lamar, Col., to Lamar Bcstg. Co., change chief owner to W. G. Brown.

Page 100: Change licensee of WGPC, Albany, Ga., to Albany Broadcasting Co. Inc. Eliminate asterisk (*) before call letters of WRUF, Gainsville, Fla.; station sells time.

Page 102: Indicate CBS as network for WRBL, Columbus, Ga. (as of March 15). Delete listing of KGCI, Couer d'Alene, Idaho.

Page 106: Change address of WMBI, Chicago, to 820 No. LaSalle St. Change program director of WMBD, Peoria, Ill., to Gene Trace. Indicate 100 watts as night power of WDAN, Danville, Ill. Change program director of WCLS, Joliet, Ill., to Robert M. Holt. Eliminate O. L. Menser as program director of WENR and WMAQ, Chicago.

Page 110: Change representative of WEOA and WGBF, Evansville, Ind., and WBOW, Terre Haute, Ind., to Weed & Co. Change commercial manager of WGL and WOWO, Fort Wayne, Ind., to Ford Billings.

Page 112: List M. H. Petersen as general manager of KFNF, Shenandoah, Ia.

Page 114: Remove "Construction Permit" from KTSW, Emporia, Kan. (Now on the air). Under Louisville, change program director of WGRC to Ralph Rogers. Change program director of WCMI, Ashland, Ky., to Joe Matthews.

Page 118: Change manager and commercial manager of WORL, Boston, to George Lasker. Substitute MBS, Yankee and Colonial Networks for CBS for WBRK, Pittsfield, Mass. (as of March 1). Change Representative of WSPR, Springfield, Mass., to Hollingbery.

Page 120: Add William Ward as commercial manager of WBCM, Bay City, Mich.

Page 124: Eliminate Clarence G. Cosby as manager and commercial manager of KWK, St. Louis; indicate Robert Thomas Convey as manager and V. E. Carmichael as commercial manager.

Page 127: Add RKO Bldg., New York, as additional office for WAAT, Jersey City.

Page 130: Delete Theodore F. Allen as commercial manager of WGNY, Newburgh, N. Y. (Resigned).

Page 134: Indicate Louis K. Sidney as chief executive, Herbert L. Pettey as general manager and Bertram Lebhar Jr. as commercial manager of WHN, New York. Indicate Don Shaw as general manager and Charles Stark as commercial manager of WMCA, New York. Change LS power of WNEW, New York, to 5,000 watts. Change day power of WNEW, New York, to 5,000 watts (effective Feb. 13).

Page 136: Delete "Construction Permit" under WRAL, Raleigh, N. C. (Goes on air March 6.) Change power of WMFD, Wilmington, N. C., to 250-D, 100-N.

Page 138: Change chief owner of WPAY, Portsmouth, O., to Brush-Moore Newspapers Inc. & Chester A. Thompson. (Each has 50%.) Indicate 1,000 watts as daytime power of WKBN, Youngstown, O. Indicate Weed & Co. as representative of WCOL, Columbus, O. Change program manager of WSAI, Cincinnati, to Clair Shadwell.

Page 142: Change chief owner of KOMA, Oklahoma City, to J. T. Griffin. Eliminate Joe Matthews as program manager of KBIX, Muskogee.

Page 144: Change program manager of WIBG, Philadelphia, to Douglas Arthur. Change general manager of KEX and KGW, Portland, Ore., to W. Carey Jennings, who also continues as commercial manager.

Page 148: Change power of KELO, Sioux Falls, S. D., to 250-D, 100-N. Indicate Julius C. Vessels as chief engineer of WDOD, Chattanooga, Tenn.

Page 152: Change chief executive of KFDM, Beaumont, Tex. to Darrold A. Kahn; change general manager to C. B. Locke. Indicate Jack Stapp as program director of WSM, Nashville, Tenn.

Page 156: Change Representative of KGKO, Fort Worth Tex., to Free & Peters. Change chief engineer of KGKO to R. C. Stinson. Change program director of KSAM, Huntsville, Tex., to Howard R. Holbrook.

Page 160: Remove "Construction Permit" under KVWC, Vernon, Tex.; station now on air. Add John Sullivan as manager of KVWC.

Page 162: Change chief owner or executive of WGH, Newport News, Va., to Raymond B. Bottom. Change frequency of KMO, Tacoma, Wash., to 1330 kc. and power to 1,000 watts, full time.

Page 164: Change manager and commercial manager of WHIS, Bluefield, W. Va., to Lindsey Alley. Eliminate Emery Milburn as program director of KWLK, Longview, Wash.

Page 165: WEMP, Milwaukee, day power is 250 watts (Effective Feb. 13).

Page 168: Change power of CKOV, Kelowna, B. C., to 1,000 watts.

Page 170: Change call letters of Cobalt, Ont., station to CKMC. Change power to 100 watts. Change frequency of CBY, Toronto, Ont., to 1420 kc. (As of Feb. 26). Change manager of CKOC, Hamilton, Ont., to M. V. Chestnut, commercial manager to W. T. Cranston, program director to Gordon Anderson; add All-Canada and Weed as representatives.

Page 171: Change frequency of CBM, Montreal, Que. to 960 kc. (As of Feb. 26.) Change frequency of CHNC, New Carlisle, Que., to 610 kc. (As of Feb. 26.) Change power of CHLT, Sherbrooke, Que., to 250 watts. Change frequency of CFCQ, Saskatoon, Sask., to 600 kc. (As of Feb. 15.) Change frequency of CJGX, Yorkton, Sask., to 1430 kc. and power to 1,000 watts (As of Feb. 1.) Change manager to A. Leslie Garside. Change manager of CKCK, Regina, Sask. to Gerry Graez.

Page 176: Add syndicated transcriptions to services of Kasper Gordon Studios, Boston.

Page 178: Change Chicago manager of NBC Artists Service to James Stirton.

Page 180: Eliminate Chicago branch of Radio Transcription Co. of America Ltd.; indicate G. Y. Clement as manager of Los Angeles office in place of C. C. Pyle, deceased. Eliminate listing of James L. Saphier.

Page 182: Change address of U. S. Recording Co., Washington, to 712 Eleventh St., N. W.

Page 190: Under "Radio Sales Personnel" indicate Martin J. McGeehan as manager of Milwaukee office in place of Victor Giebish.

Page 201: Under Southwest MBS Group, transpose daytime hour, half hour and quarter hour rates of KOME, Tulsa, and Texas State Network; figures for KOME should be in Texas State Network column, and vice versa.

Page 204: Add WBRK, Pittsfield, Mass., to Yankee and Colonial Networks; add KGCU, Safford, Ariz., to Arizona Network.

Page 216: In caption delete "NAB Public Library sold in December" etc. (Deal dropped; library has been transferred to Langlois & Wentworth, N. Y.)

Page 221: Under Minnesota, change listing of KATE, Albert Lea, to show 49% of stock owned by E. L. Hayek. Eliminate listing of KDAL, Duluth, now owned by Red River Broadcasting Co., not newspaper-affiliated.

Page 222: Add "WPAY, Portsmouth, O. —Licensed to Vee Bee Corp.; 50% owned by Brush-Moore Newspapers Inc., publishers of *Portsmouth Times*; 50% by Chester A. Thompson, Cleveland."

Page 223: Delete KOMA, Oklahoma City. (Sale approved by FCC Feb. 13.)

Page 223: Under Tennessee listing, change WNBR item to read: "WMPS, Memphis—Licensed to Memphis Broadcasting Co.; interlocking ownership with *Memphis Press-Scimitar* and *Memphis Commercial Appeal*, Scripps-Howard newspapers."

Page 225: Under heading "Stations Under Option," WGH, Newport News, Va., is now 66% owned by *Newport News Daily Press* and *Times-Herald* and should be listed under "Virginia" on page 224. On page 225, under Canada, eliminate listing of CKOV, Kelowna, B. C. (no longer newspaper owned).

Page 237: List James P. Selvage & Fred Smith Inc., 16 E. 48th St., New York City. Telephone Plaza 8-0371.

Page 238: Change address of Allied Adv. Agencies, Los Angeles, to 4354 W. Third St. Change Douglas Allen & Leland Davis to Allen, Heaton & McDonald.

Page 242: Insert Richard T. Clarke Co., 9533 Brighton Way, Beverly Hills, Cal., Richard T. Clark, radio director.

Page 243: Add Atlanta branch to Donahue & Coe, with address as Hurt Bldg., Harry L. Morrill Jr. in charge.

Page 245: Add Chicago branch to Gardner Adv. Co., in charge of C. L. Menser. Address not yet selected.

Page 248: Change address of William A. Joplin Adv. Agency, Portland, Ore., to 730 Southwest Salmon St.

Page 250: Delete Logan & Stebbins and insert on page 254 Barton A. Stebbins, 811 W. Seventh St., Los Angeles, Trinity 8821; Barton A. Stebbins and Arthur W. Gudelman, radio directors.

Page 252: Address of Needham, Louis & Brorby, Hollywood branch, is 8532 Sunset Blvd., Cecil Underwood in charge. Delete Howard W. Newton Co.

Page 253: Change Rawson-Morrill to Charles A. Rawson & Associates.

Page 254: Change address of Hugo Scheibner Inc., Los Angeles, to 111 W. Seventh St.

Page 255: Radio director of Jewell F. Stevens Co. is Don L. Davis.

Page 256: Change firm name of Waldron & Urbain, San Francisco, to L. H. Waldron Adv. Agency; delete Arthur J. Urbain.

Page 256: Add Chester M. Wright & Associates, 609 Carpenters' Bldg., Washington, D. C., Telephone, Republic 2511.

Page 276: Change Atlantic Ice & Coal Co. agency to Donahue & Coe, Atlanta.

Page 280: Change Glass Container Assn. of America agency to Pedlar & Ryan, N. Y.

Page 331: Change address Assn. of Technical Employes of NBC to 201 N. Wells Bldg., Chicago, Telephone, Randolph 8884.

Page 384: Delete John P. Bramhall under FCC law department. (Resigned Feb. 1.)

Page 386: Add James W. Baldwin, National Press Bldg. Telephone, Republic 0110.

Page 388: Change address of Ross Federal Research Corp. to 18 E. 48th St.; telephone, Plaza 3-6500.

LEW FROST, executive assistant to Don E. Gilman, NBC western division vice-president, who holds high score and championship of Hollywood Radio City, gives members of his bowling team a few pointers in the science of the sport. Seated (l to r) are Dave Elton, director; Matt Barr, press editor; Ken Carpenter, announcer; Joe Parker, announcer-director; standing, Charlie Smith, NBC Artists Service; Hal Bock, western division press manager, and Lew Frost.

Molasses Time

COLONIAL MOLASSES Co., of Brooklyn and New Orleans, is using radio to promote an eight-week sale of its molasses throughout the country. Type of broadcast and station to be used is decided by local distributors, so no set schedule is available, according to H. B. LeQuatte, New York, the agency handling the account.

Ripley for Nehi on CBS

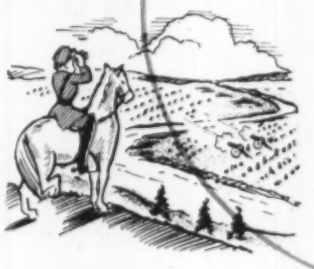
NEHI Corp., Columbus, Ga., makers of Royal Crown Cola, on March 31 will launch a new program starring Robert Ripley on CBS. It is understood that the program will be heard Friday evenings, 10:30-11 p. m., although no contract for facilities has been signed as yet. BBDO, New York, is the agency in charge.

TESTED Radio Productions, New York, has announced the sale of its anti-crime series, *Calling All Cars*, to the Gruen Watch Co., Cincinnati, which will present the half-hour program Sunday nights on WSYR, Syracuse. Account was placed by McCann-Erickson, New York.

POCAHONTAS SAID, "NO!"

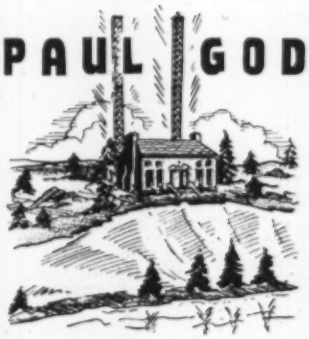
John Rolfe and his Indian Princess Pocahontas, in their up-river search for a suitable home site, passed the present location of WRVA, and found suitable accommodations upon the colonial estate known as "Varina" which adjoins "Edgeworth", the WRVA tract. The WRVA brick transmitter building, of James River Colonial architecture, stands in a grove of pine trees on a 40-foot bluff overlooking the James River.

GENERAL LEE SAID, "NO!"



General Lee's resistance to Union troops endeavoring to enter Richmond necessitated fortifications to protect the river crossing. One of the 475 ft. WRVA towers stands upon the old fortifications. Innumerable relics of the war were unearthed during construction; muskets, bayonets, belt buckles, epaulets and other equipment have been gathered for a museum to be installed in the 50 kw. transmitter building.

PAUL GODLEY SAID, "YES!"



The 50 kw. WRVA site was chosen from 22 sites selected in preliminary surveys. Utilizing every natural advantage of Virginia's terrain, and incorporating the most modern radio engineering practices, the Godley engineers gave WRVA a primary coverage which includes both Richmond and the Norfolk-Tide Water areas.

First dirt moved September 29. Columbia programs first took the air on the new plant on January 25—an elapsed time of 119 days—an all-time record for 50 kw. directive antennas installation.

RICHMOND *Petersburg* TIDEWATER, VA. *Norfolk Portsmouth Suffolk Newport News*

PAUL F. GODLEY

Consulting Radio Engineer

MONTCLAIR, N. J. *Telephone Montclair 2-7859*

Ford Series on Coast

NEW network series, *Let's Go Hollywood*, which involves a tie-up with Warner Bros. film talent, started Feb. 24 for 13 weeks, on 7 southern California Don Lee network stations, Friday, 8-8:30 p. m., under sponsorship of Ford Dealers of Southern California, Los Angeles. Show, which draws guest talent from Warner Bros. younger players, is carried as a sustainer on balance of the 28 Pacific Coast Don Lee network stations. Release is also being negotiated for the Mutual network under syndicated sponsorship. Owen Crump, Warner Bros. announcer and commentator, is master-of-ceremonies and producer of the series. Leon Leonardi, who is also under contract to the film company is musical director of the variety program, which originates from Warner Bros. Playhouse on Sunset Blvd., Hollywood. McCann-Erickson, Los Angeles, has the account.

NBC Starts Program by Doc Rockwell As Part of Blue Promotion Campaign

SECOND major step in NBC's campaign to promote the Blue Network was put into operation Feb. 21 with the first broadcast of *Doctor Rockwell's Brain Trust*, a half-hour variety show which is being broadcast from 9:30-10 p. m. each Tuesday evening on more than 50 Blue affiliates. As explained by A. E. Nelson, sales manager for the Blue, the plan embodies building the network "by means of outstanding programs, the caliber and salability of which will compare favorably with any shows currently on the air."

"NBC will plan and produce each program with a view of offering it to national advertisers as a merchandising unit. Aside from engaging the company's best production talent, we are committed to the plan of bidding in the open market for top-notch artists and first-rate scripts," he commented.

The plan has the support of Blue outlet stations, Mr. Nelson said, citing replies from most of the network's affiliates pledging full support to the plan as outlined to them in a letter from Keith Kiggins, NBC station relations manager. Admitting that in the past Blue outlets have cooperated in building acceptance for programs only to see them sold on another network or discontinued after a brief run, Mr. Kiggins explained the new proposal is to build a program and confine it to Blue stations only, with the program definitely fixed at the same time for a minimum of 13 weeks.

"The combined efforts of our program department, promotion department and sales department will be put behind this program to make it one of the most popular and salable periods of the week . . . This program will be a test case and if we are successful the same procedure will be adopted in other periods and the plan will be expanded." The letter asks each station to cooperate by throwing its full publicity and promotion forces behind the program and by working on the local distributors of those advertisers to whom the network's national sales staff is trying to sell the program.

In addition to its star and his fellow comedians, *Doctor Rockwell's Brain Trust* features Allen Roth's 30-piece orchestra and a 14-voice choir directed by Joseph J. Lilley. It will be competing with two established programs, *Benny Goodman's Orchestra* for Camel Cigarettes on CBS and *Fibber McGee* for Johnson's Wax on NBC-Red.

First move to increase Blue billings made by Mr. Nelson after he had left the managership of KDKA, Pittsburgh, last fall to come to New York as sales manager for the Blue Network, was a sliding scale of discounts for advertisers using Blue supplementary groups of stations, with progressively larger discounts as more groups were used [BROADCASTING, Oct. 15]. Since this plan was inaugurated Nov. 1, Blue billings have shown a steady increase, the network's gross time sales for January totaling $998,389, a gain of 10.8% in comparison with the October billings of $901,376. Blue supplementary billings have increased 52.8% in the same period.

These new advertisers have been added to the list of Blue sponsors since Nov. 1: American Rolling Mill Co., 42 stations; Brown & Williamson Tobacco Co., 39; Canada Dry Ginger Ale, 49; Thomas Cook & Son-Wagon-Lits, 19; Lewis-Howe Co., 42; Ralston Purina Co., 63; Swift & Co., 52. Blue advertisers that have increased their facilities since Nov. 1 include: Adam Hat Stores, 20 more stations; Anacin Co., 11; Bi-So-Dol Co., 11; Canada Dry Ginger Ale, 16; Musterole Co., 12; Sherwin-Williams Co., 11; William R. Warner & Co., 1; R. L. Watkins Co., 11; J. B. Williams Co., 2.

Record Dedication

WHEN civic leaders, representing the city government, schools, churches, women's organizations, U. S. Forest Service and Chamber of Commerce, appeared on the formal dedication program for the new studio and office building of KGVO, Missoula, Mont., the program was recorded and the guests invited to hear themselves via the recording at the conclusion of the program.

Liggett Booking

LIGGETT DRUG Co., New York (Liggett "Rexall" stores), which sponsors three quarter-hours weekly of *The Morning Almanac* on WABC, New York, besides participation five mornings weekly in Arthur Godfrey's program on WJSV, Washington, plans further radio activity of a similar nature for other cities. Company's radio advertising is placed through Neff-Rogow, New York.

5000 WATTS

COMPLETE NBC SERVICE

More Power to You!

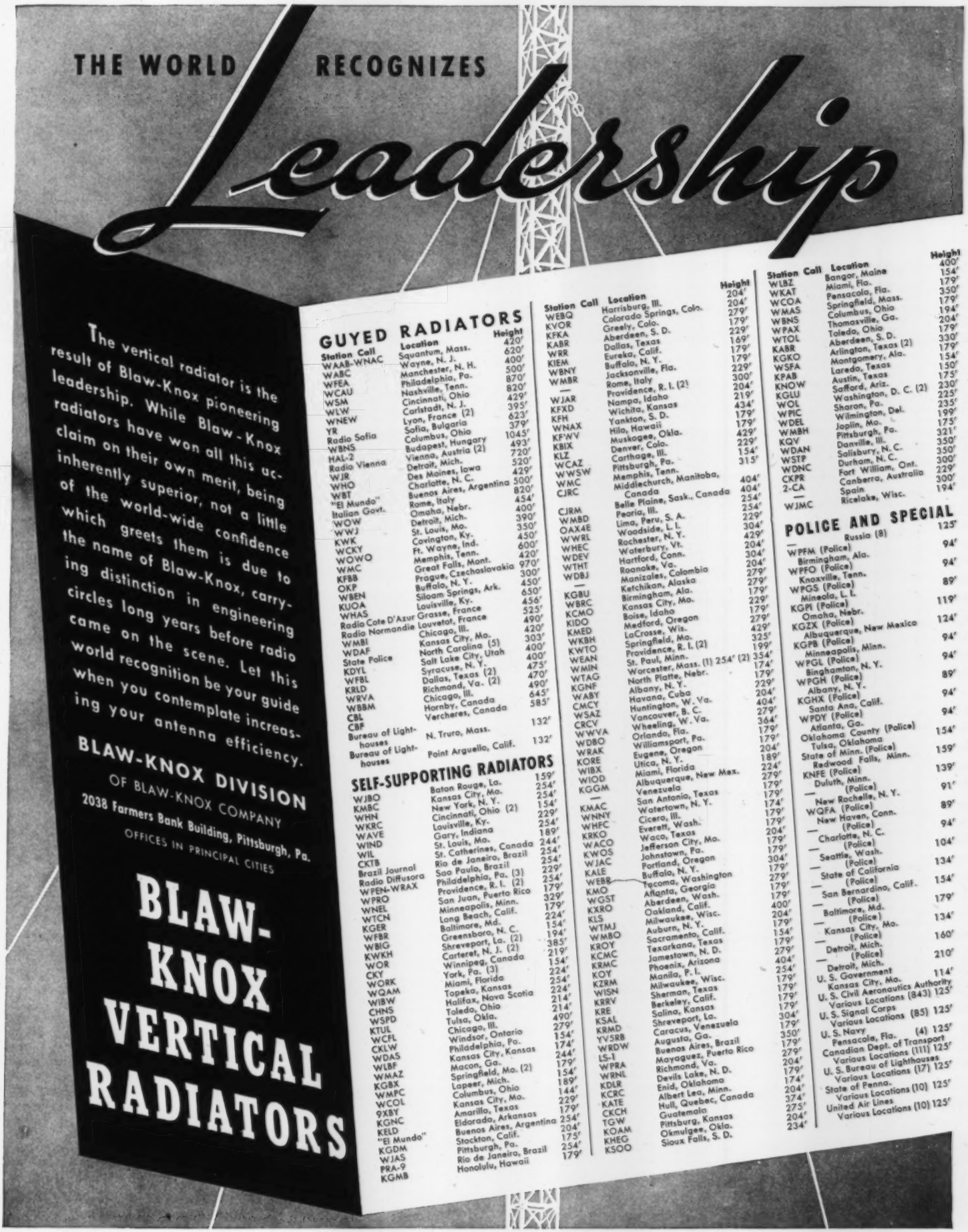
Our new 5,000 watt 5D RCA transmitter brings thousands of new radio homes into the W T A R primary service area. The vast government naval expansion and ship-building projects centered at Norfolk and Newport News is adding directly or indirectly to the incomes of almost every family in the Norfolk region. They will have more money to spend, and now with the INCREASED COVERAGE of W T A R you can reach them all. Your copy of the new Jansky and Bailey coverage map will gladly be mailed to you on request.

WTAR

NORFOLK, VIRGINIA

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

OWNED AND OPERATED BY NORFOLK NEWSPAPERS, INC.


THE WORLD RECOGNIZES
Leadership
The vertical radiator is the result of Blaw-Knox pioneering leadership. While Blaw-Knox radiators have won all this acclaim on their own merit, being inherently superior, not a little of the world-wide confidence which greets them is due to the name of Blaw-Knox, carrying distinction in engineering circles long years before radio came on the scene. Let this world recognition be your guide when you contemplate increasing your antenna efficiency.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
OFFICES IN PRINCIPAL CITIES
BLAW-KNOX VERTICAL RADIATORS
GUYED RADIATORS
Station Call | Location | Height
WAAB-WNAC | Squantum, Mass. | 420′
WABC | Wayne, N. J. | 620′
WFEA | Manchester, N. H. | 400′
WCAU | Philadelphia, Pa. | 500′
WSM | Nashville, Tenn. | 870′
WLW | Cincinnati, Ohio | 820′
WNEW | Carlstadt, N. J. | 429′
YR | Lyon, France (2) | 395′
Radio Sofia | Sofia, Bulgaria | 623′
WBNS | Columbus, Ohio | 1045′
HAL-2 | Budapest, Hungary | 379′
Radio Vienna | Vienna, Austria (2) | 493′
WJR | Detroit, Mich. | 720′
WHO | Des Moines, Iowa | 520′
WBT | Charlotte, N. C. | 429′
"El Mundo" | Buenos Aires, Argentina | 500′
Italian Govt. | Rome, Italy | 820′
WOW | Omaha, Nebr. | 454′
WWJ | Detroit, Mich. | 400′
KWK | St. Louis, Mo. | 390′
WCKY | Covington, Ky. | 350′
WOWO | Ft. Wayne, Ind. | 450′
WMC | Memphis, Tenn. | 600′
KFBB | Great Falls, Mont. | 420′
OKP | Prague, Czechoslovakia | 970′
WBEN | Buffalo, N. Y. | 300′
KUOA | Siloam Springs, Ark. | 450′
WHAS | Louisville, Ky. | 650′
Radio Cote D'Azur | Grasse, France | 456′
Radio Normandie | Louvetot, France | 525′
WMBI | Chicago, Ill. | 490′
WDAF | Kansas City, Mo. | 420′
State Police | North Carolina (5) | 303′
KDYL | Salt Lake City, Utah | 400′
WFBL | Syracuse, N. Y. | 400′
KRLD | Dallas, Texas (2) | 475′
WRVA | Richmond, Va. (2) | 470′
WBBM | Chicago, Ill. | 490′
CBL | Hornby, Canada | 645′
CBF | Vercheres, Canada | 585′
Bureau of Lighthouses | N. Truro, Mass. | 132′
Bureau of Lighthouses | Point Arguello, Calif. | 132′
SELF-SUPPORTING RADIATORS
WJBO | Baton Rouge, La. | 159′
KMBC | Kansas City, Mo. | 254′
WHN | New York, N. Y. | 254′
WKRC | Cincinnati, Ohio (2) | 154′
WAVE | Louisville, Ky. | 229′
WIND | Gary, Indiana | 254′
WIL | St. Louis, Mo. | 189′
CKTB | St. Catherines, Canada | 244′
Brazil Journal | Rio de Janeiro, Brazil | 254′
Radio Diffusora | Sao Paulo, Brazil | 254′
WPEN-WRAX | Philadelphia, Pa. (3) | 229′
WPRO | Providence, R. I. (2) | 254′
WNEL | San Juan, Puerto Rico | 179′
WTCN | Minneapolis, Minn. | 329′
KGER | Long Beach, Calif. | 179′
WFBR | Baltimore, Md. | 224′
WBIG | Greensboro, N. C. | 154′
KWKH | Shreveport, La. (2) | 194′
WOR | Carteret, N. J. (2) | 385′
CKY | Winnipeg, Canada | 219′
WORK | York, Pa. (3) | 154′
WQAM | Miami, Florida | 224′
WIBW | Topeka, Kansas | 254′
CHNS | Halifax, Nova Scotia | 224′
WSPD | Toledo, Ohio | 214′
KTUL | Tulsa, Okla. | 214′
WCFL | Chicago, Ill. | 490′
CKLW | Windsor, Ontario | 279′
WDAS | Philadelphia, Pa. | 154′
WLBF | Kansas City, Kansas | 174′
WMAZ | Macon, Ga. | 244′
KGBX | Springfield, Mo. (2) | 179′
WMPC | Lapeer, Mich. | 154′
WCOL | Columbus, Ohio | 189′
9XBY | Kansas City, Mo. | 144′
KGNC | Amarillo, Texas | 229′
KELD | Eldorado, Arkansas | 179′
"El Mundo" | Buenos Aires, Argentina | 254′
KGDM | Stockton, Calif. | 204′
WJAS | Pittsburgh, Pa. | 175′
PRA-9 | Rio de Janeiro, Brazil | 254′
KGMB | Honolulu, Hawaii | 179′
WEBQ | Harrisburg, Ill. | 204′
KVOR | Colorado Springs, Colo. | 204′
KFKA | Greely, Colo. | 279′
KABR | Aberdeen, S. D. | 179′
WRR | Dallas, Texas | 229′
KIEM | Eureka, Calif. | 169′
WBNY | Buffalo, N. Y. | 179′
WMBR | Jacksonville, Fla. | 229′
— | Rome, Italy | 300′
WJAR | Providence, R. I. (2) | 204′
KFXD | Nampa, Idaho | 204′
KFH | Wichita, Kansas | 219′
WNAX | Yankton, S. D. | 434′
KFWV | Hilo, Hawaii | 179′
KBIX | Muskogee, Okla. | 179′
KLZ | Denver, Colo. | 429′
WCAZ | Carthage, Ill. | 229′
WWSW | Pittsburgh, Pa. | 154′
WMC | Memphis, Tenn. | 315′
CJRC | Middlechurch, Manitoba, Canada | 404′
— | Belle Plaine, Sask., Canada | 404′
CJRM | Peoria, Ill. | 254′
WMBD | Lima, Peru, S. A. | 254′
OAX4E | Woodside, L. I. | 229′
WWRL | Rochester, N. Y. | 304′
WHEC | Waterbury, Vt. | 429′
WDEV | Hartford, Conn. | 204′
WTHT | Roanoke, Va. | 304′
WDBJ | Manizales, Colombia | 204′
— | Ketchikan, Alaska | 279′
KGBU | Birmingham, Ala. | 279′
WBRC | Kansas City, Mo. | 179′
KCMO | Boise, Idaho | 229′
KIDO | Medford, Oregon | 179′
KMED | LaCrosse, Wis. | 279′
WKBH | Springfield, Mo. | 429′
KWTO | Providence, R. I. (2) | 325′
WEAN | St. Paul, Minn. | 199′
WMIN | Worcester, Mass. (1) 254′ (2) | 354′
WTAG | North Platte, Nebr. | 174′
KGNF | Albany, N. Y. | 179′
WABY | Havana, Cuba | 229′
CMCY | Huntington, W. Va. | 204′
WSAZ | Vancouver, B. C. | 404′
CRCV | Wheeling, W. Va. | 279′
WWVA | Orlando, Fla. | 364′
WDBO | Williamsport, Pa. | 179′
WRAK | Eugene, Oregon | 179′
KORE | Utica, N. Y. | 204′
WIBX | Miami, Florida | 189′
WIOD | Albuquerque, New Mex. | 224′
KGGM | Venezuela | 279′
— | San Antonio, Texas | 179′
KMAC | Watertown, N. Y. | 179′
WNNY | Cicero, Ill. | 174′
WHFC | Everett, Wash. | 179′
KRKO | Waco, Texas | 179′
WACO | Jefferson City, Mo. | 204′
KWOS | Johnstown, Pa. | 179′
WJAC | Portland, Oregon | 304′
KALE | Buffalo, N. Y. | 179′
WEBR | Tacoma, Washington | 279′
KMO | Atlanta, Georgia | 179′
WGST | Aberdeen, Wash. | 179′
KXRO | Oakland, Calif. | 400′
KLS | Milwaukee, Wisc. | 204′
WTMJ | Auburn, N. Y. | 179′
WMBO | Sacramento, Calif. | 154′
KROY | Texarkana, Texas | 179′
KCMC | Jamestown, N. D. | 279′
KRMC | Phoenix, Arizona | 404′
KOY | Manila, P. I. | 254′
KZRM | Milwaukee, Wisc. | 179′
WISN | Sherman, Texas | 179′
KRRV | Berkeley, Calif. | 179′
KRE | Salina, Kansas | 179′
KSAL | Shreveport, La. | 304′
KRMD | Caracus, Venezuela | 179′
YVSRB | Augusta, Ga. | 350′
WRDW | Buenos Aires, Brazil | 179′
LS-1 | Mayaguez, Puerto Rico | 279′
WPRA | Richmond, Va. | 204′
WRNL | Devils Lake, N. D. | 179′
KDLR | Enid, Oklahoma | 174′
KCRC | Albert Lea, Minn. | 204′
KATE | Hull, Quebec, Canada | 374′
CKCH | Guatemala | 275′
TGW | Pittsburg, Kansas | 204′
KOAM | Okmulgee, Okla. | 234′
KHEG | Sioux Falls, S. D. | 400′
KSOO | Bangor, Maine | 154′
WLBZ | Miami, Fla. | 179′
WKAT | Pensacola, Fla. | 350′
WCOA | Springfield, Mass. | 179′
WMAS | Columbus, Ohio | 194′
WBNS | Thomasville, Ga. | 204′
WPAX | Toledo, Ohio | 179′
WTOL | Aberdeen, S. D. | 330′
KABR | Arlington, Texas (2) | 179′
KGKO | Montgomery, Ala. | 154′
WSFA | Laredo, Texas | 150′
KPAB | Austin, Texas | 175′
KNOW | Safford, Ariz. | 230′
KGLU | Washington, D. C. (2) | 225′
WOL | Sharon, Pa. | 235′
WPIC | Wilmington, Del. | 199′
WDEL | Joplin, Mo. | 175′
WMBH | Pittsburgh, Pa. | 321′
KQV | Danville, Ill. | 350′
WDAN | Salisbury, N. C. | 350′
WSTP | Durham, N. C. | 300′
WDNC | Fort William, Ont. | 229′
CKPR | Canberra, Australia | 300′
2-CA | Spain | 194′
— | Ricelake, Wisc. | 194′
WJMC
POLICE AND SPECIAL
— | Russia (8) | 125′
WPFM (Police) | Birmingham, Ala. | 94′
WPFO (Police) | Knoxville, Tenn. | 94′
WPGS (Police) | Mineola, L. I. | 89′
KGPI (Police) | Omaha, Nebr. | 119′
KGZX (Police) | Albuquerque, New Mexico | 124′
KGPB (Police) | Minneapolis, Minn. | 94′
WPGL (Police) | Binghamton, N. Y. | 94′
WPGH (Police) | Albany, N. Y. | 89′
KGHX (Police) | Santa Ana, Calif. | 94′
WPDY (Police) | Atlanta, Ga. | 94′
— | Oklahoma County (Police) | 154′
— | Tulsa, Oklahoma | 154′
— | State of Minn. (Police) | 159′
KNFE (Police) | Redwood Falls, Minn. | 139′
— | Duluth, Minn. (Police) | 91′
WQFA (Police) | New Rochelle, N. Y. | 89′
— | New Haven, Conn. (Police) | 94′
— | Charlotte, N. C. (Police) | 104′
— | Seattle, Wash. (Police) | 134′
— | State of California (Police) | 154′
— | San Bernardino, Calif. (Police) | 179′
— | Baltimore, Md. (Police) | 134′
— | Kansas City, Mo. (Police) | 160′
— | Detroit, Mich. (Police) | 210′
— | Detroit, Mich. | 114′
U. S. Government | Kansas City, Mo. | 125′
U. S. Civil Aeronautics Authority | Various Locations (843) | 125′
U. S. Signal Corps | Various Locations (85) | 125′
U. S. Navy | Pensacola, Fla. (4) | 125′
Canadian Dept. of Transport | Various Locations (111) | 125′
U. S. Bureau of Lighthouses | Various Locations (17) | 125′
State of Penna. | Various Locations (10) | 125′
United Air Lines | Various Locations (10) | 125′

XUM

WORLD PROGRAM SERVICE SUBSCRIBERS

ALABAMA
WHMA . . . . *Anniston*

ARIZONA
KOY . . . . *Phoenix*

ARKANSAS
KELD . . . *El Dorado*
KFPW . . . *Ft. Smith*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ. . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WQAM . . . . *Miami*
WDBO . . . . *Orlando*
WFOY . . *St. Augustine*
WSUN . . *St. Petersburg*
WTAL . . *Tallahassee*
WJNO . *West Palm Beach*

GEORGIA
WAGA . . . . *Atlanta*
WRDW . . . . *Augusta*
WMAZ . . . . *Macon*
WRBL . . . *Columbus*
WAYX . . . . *Waycross*

IDAHO
KIDO . . . . . *Boise*
KID . . . . *Idaho Falls*
KRLC . . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WJBL . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
WKBB . . . *Dubuque*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KVGB . . . *Great Bend*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*

LOUISIANA
WJBO . . *Baton Rouge*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WEEI . . . . *Boston*
WCOP . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*

MINNESOTA
KATE . . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KWK . . . . *St. Louis*
KGBX-KWTO . *Springfield*
KMBC . . . *Kansas City*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*

NEW YORK
WOKO . . . . *Albany*
WGR-WKBW . . *Buffalo*
WESG . . . *Elmira*
WOR . . *New York City (Newark)*
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . *Syracuse*

NORTH CAROLINA
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*
WAIR . . *Winston-Salem*

NORTH DAKOTA
KRMC . . . *Jamestown*
KLPM . . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WCKY . . . *Cincinnati*
WHK . . . *Cleveland*
WHKC . . . *Columbus*
WSMK . . . . *Dayton*
WKBN . . . *Youngstown*

OKLAHOMA
KADA . . . . . *Ada*
KCRC . . . . . *Enid*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . . *Tulsa*

OREGON
KFJI . . *Klamath Falls*
KOIN . . . *Portland*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WLEU . . . . *Erie*
WKBO . . *Harrisburg*
WCAU . . *Philadelphia*
WIP. . . *Philadelphia*
WCAE . . . *Pittsburgh*

RHODE ISLAND
WJAR . . . *Providence*

TENNESSEE
WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KFDM . . . *Beaumont*
KGKO . *Dallas-Ft. Worth*
WBAP . *Dallas-Ft. Worth*
KRLH . . . . *Midland*
KPDN . . . . *Pampa*
WOAI . . *San Antonio*

UTAH
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*
WNBX . . . *Springfield*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KMO . . . . *Tacoma*
KUJ. . . . *Walla Walla*
KIT . . . . *Yakima*

WEST VIRGINIA
WHIS . . . . *Bluefield*
WBLK . . . *Clarksburg*
WCHS . . . *Charleston*
WPAR . . *Parkersburg*

WISCONSIN
WEAU . . . *Eau Claire*
WHBY-WTAQ. *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . *Madison*
WOMT . . . *Manitowoc*
WISN . . . *Milwaukee*
WHBL . . . *Sheboygan*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO. . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLT . . . *Sherbrooke*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . . *Sydney*

NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serralles Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*

WORLD PROGRAM S

WORLD BROADCA

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WBS

For the World Program Service

A contract you will prize—because it gives you exclusive local use of the greatest repertory of music ever recorded exclusively for radio. With this rich and ever-growing library, World's member stations build programs in endless variety for their local audiences. World's contract provides:

150 artist and orchestra names, not available on phonograph records or by any other medium . . . 2,500 separate musical numbers, new and old, modern and classical . . . 18 hours a week of varied continuity, comprising over 65 programs under 22 distinctive titles . . . every new musical work, every type of performing group brought to the World microphone and recorded for our member stations by the Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.

If your city is not listed on this page, the internationally famous World library is available to your station—and you enjoy an exclusive contract in the world's *only* exclusive library service. Write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.

Transcription Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

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CASTING SYSTEM

XUM

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Hollywood Pulls Plug!

RECENT events indicate that the *Radio-has-gone-Hollywood* trend has been slammed into reverse. Certain film companies are pulling the plug, so to speak, on their contracted performers because they claim exhibitors are wringing their hands over box-office returns, blaming radio competition.

Our first impulse is to say, "So what?" But there are other considerations—practically all of them on radio's side, as we view it. Mainly for the convenience of radio-discovered and radio-nurtured talent which Hollywood beckoned, several millions of dollars have been invested by radio in Hollywood originating facilities. It was not primarily a case of a network trek to the coast to exploit for the air movie-made personalities, though this was a partial consideration.

Getting down to personalities, it really doesn't matter whether Grace Goosefat or Horace Horsefeather, under contract to Stupendous Studios, has been pulled off the air, though it may be front page news and the Hollywood press agents can revel in it. They promptly will be replaced by others, who, by dint of radio's buildup, will soon relegate GG and HH to whatever they were before their radio excursions.

The Jack Bennys, Fred Allens, Bing Crosbys, Eddie Cantors, Don Ameches, Jane Fromans, Dorothy Lamours and Kenny Bakers, who are also film stars, are first and foremost radio stars. Whether or not they happen to be under contract to film companies isn't important in the long run. Contracts expire as contracts will, and the free agent artist who is a top-flight radio performer, and incidentally, a movie actor mainly because of his radio popularity, will make his own choice between one or the other media. On the basis not only of stipends but of continued performance and popularity, we have little doubt what their choice will be.

It was for the convenience largely of radio-developed artists who had Hollywood calls that radio and many of the major advertising agencies, established Hollywood as a key program originating point. There is no gainsaying that some of the big movie names are valuable to radio, but it is foolish to think they are indispensable. So, instead of the movies pulling the plug on radio, it is entirely possible that radio can, if necessary, jerk the juice from Hollywood and keep its stars to itself.

7 Come 11

THE FIGHT on FCC reorganization is precisely where it should be—before the Senate, with two diametrically opposed viewpoints set forth in two radically different bills. That conduces to full committee consideration before there is legislation, and it certainly nips the mile-a-minute plan espoused by Chairman McNinch to reorganize first and consider afterward.

Indeed, as things stand now, there is an even chance no radio legislation will be passed this session. Chairman Wheeler is now disposed to compromise the three-man bill bearing his name, admittedly drafted by Chairman McNinch. Senator White, who in strong terms called the Wheeler bill crude in draft, wrong in principle and political in purpose, admits that his own measure for an 11-man FCC has "infirmities" and is far from a finished product. He insists on full and free hearings. Since his judgment on communications matters carries weight in the Senate, where he is recognized as the outstanding expert in Congress, he will probably get them if the Senate leaders decide they should go ahead.

We would dislike to see the present dissension-ridden and inefficient Commission continued indefinitely. If there is no legislation this year, there likely can be none next—a presidential election year. But no legislation is better than ill-conceived legislation. And still again we maintain that the problem is not basically one of a defective Act; it is a problem primarily of manpower. It seems to us the Administration, if it felt so inclined, could weed out the undesirables from the present FCC for good and sufficient cause. President Roosevelt's demanded resignation of TVA's Chairman Morgan, which apparently has stuck, could be used as the pattern for other changes if that course became necessary. And certainly the return to the division form of administration, under the existing act, could be invoked until such time as an objective study is made and the law altered along sound lines.

As between the two pending bills, it is obvious the White measure is more in keeping with democratic principles, and therefore far less dangerous to the industry and the public. It calls for what is tantamount to two separate commissions, functioning under one roof, with the gap between the two bridged by a non-voting administrator who would hold the title of chairman. In this respect he recognizes the basic differences between broadcasting and common carrier communications — in effect, gives broadcasting the separate regulation to which its great importance entitles it.

In several other respects, the White bill would improve present regulatory functions by sharper delineation of FCC authority and broadcasters' rights. The provision for minimum one-year licenses as against the present six-month tenure, for example, can only be applauded as a recognition of right.

Where the McNinch-Wheeler bill calls for three men, Senator White goes to the other extreme with a proposal for 11. We doubt whether either will prevail when and if there is a final vote. Totally aside from his unquestioned interest in proper regulation, Republican Senator White's blast prior to introduction of his bill smacks of party-supported anti-Administration effort. His withering attack upon Chairman McNinch alone, and his implied defense of all other members of the FCC, does not accord entirely with his previous statements in which he has assailed the FCC administration generally.

At this stage, the industry itself can ill afford to become embroiled in defense of either of the measures. It must take the position that unless there is clear thinking and calm deliberation, any legislation enacted hastily might be even more restrictive and perilous. When it comes to changing the "substantive" provisions of the present act, it should pitch in for all it is worth toward greater freedom from undue legislative and regulatory shackles.

Radio's I.Q.

THE CHARGE oft-times has been that radio caters to the intelligence level of the 13-year-old. We wonder what the originator of that catch-clause has to say now in the light of the great popularity of such programs as *Information Please*, *This Is New York*, *The Circle*, *Town Meeting of the Air* and the various other forums, debates and highly intelligent presentations and discussions currently on the wavelengths? Even the patter of Bing Crosby and Bob Burns often has an air of sophistication which the top intellectual level enjoys no less than the lower. As for radio's offerings of Toscanini, Metropolitan Opera, the Philharmonic, the other leading symphony orchestras and the greatest of concert artists, enough of them are heard regularly to furnish proof sufficient that radio has restricted itself to no dead level of appeal.

We hear less and less complaint about radio from what might be classified as the sophisticated audience, and even fewer from the Average Citizen—who, by the way, is learning more of appreciation of Americanism and democracy via the radio these days than ever the schoolbooks taught him. For there is hardly a station today that is not stressing The American Way in programs designed to offset repulsive foreign ideologies; even Walter Winchell and Eddie Cantor interpolate their periods with capsule sermons on Americanism that have won them new respect from the most discriminating.

All of which demonstrates that radio can and does keep pace with public need, popular demand and universal intelligence. It proves also that radio needs no governmental guidance so far as programs are concerned.

We Pay Our Respects To —

MILTON M. BLINK

A SHOE that didn't fit was the quirk that first introduced Milton M. Blink to transcriptions. Today, with both feet on the ground, he is the co-owner of Standard Radio, one of the leading transcription firms in the business.

To fill in the gaps, we should have explained that it was a shoe *account* that didn't fit *the national market*. That was back in 1929. "Bashful" Blink was radio director of Dyer-Enzinger Advertising Agency in Milwaukee. The agency had a prosperous shoe account, and it wanted a good radio program, but the distribution problem was one the networks just couldn't answer. The sponsor wouldn't gamble with local spot in those days because of the poor talent threat.

Milt Blink turned to transcriptions, which is ABC now, of course, but in 1929 he was the third to consider such adventurous procedure plausible. The programs were produced, transcribed and shipped to stations around the country with hearty and very satisfactory success to the advertiser.

Everything would have been swell, and Milt might still be in Milwaukee if the agency which he had joined after college as a sort of intellectual office boy, had not decided, after a reorganization, to open a Chicago office and place the 26-year-old Blink in charge. Everything was fine for two years, but when the depression began scraping bottom, Blink blinked and began looking for something more solid in the way of a future. He wanted to try something on his own.

Leaving the agency, he opened an office and painted on the door the very impressive legend "Universal Radio Productions". He began moving in transcription equipment, and moving out transcriptions. A by-product was air-check recordings—one of the first such ventures ever tried. He began serving large agencies and sponsors from coast to coast by recording their programs from the air. Business thrived.

Along Chicago's Radio Row—Michigan Avenue—he became known as a bright and enterprising young business man, notable for his bubbling enthusiasm and pleasing personality. That's what people said of him, and that's how it happened that, when Jerry King was organizing Standard Radio in Hollywood and wanted an alert Chicago representative, he approached Milt Blink. Universal took over the selling job of Standard Radio features in that territory.

Up to that time the Blink talents had been exerted mostly along creative lines. Now, however, he became a salesman. With the same intelligent sense of adventure that had built an agency's radio department and Universal, he set about learning the art of selling. Even before the rise of Dale Carnegie, he soon was outselling all the other Standard districts combined. His sans-pressure, sans-hoax methods soon made both friends and sales.

The Standard Program Library Service was conceived and Standard Radio itself took on a new aspect. Milt Blink purchased the interest of President Seth Ely, who resided in Hollywood, and the Blink-King partnership was formed. Things began to hum. The library service sold well. Today it has around 200 subscribers. Sound effects offered as supplements also were developed, along with other features which have gone well. The "Popular Supplement" introduced in latter 1937 spread quickly. The Blink-King combination has been clicking since.

Milton Blink was born in Milwaukee May 28, 1904. The middle "M" stands for nothing, unless it is *Milwaukee*. He decided on legal studies when he entered the University of Michigan, but chose dramatics as his extracurricular activity. His summers were spent in directing dramatic work and social activities at a boy's camp, where he developed a consuming passion for sleep. His most intimate circle of friends often refer to him as the "Matador of the Mattress". During his school years his work as actor and director in the Michigan Mimes plays and annual musical productions constituted his major interest. This interest he pursued in Milwaukee, pioneering in Little Theatre work with the Wisconsin Players, which group he regularly presented on WTMJ, originating the *Wisconsin Players Workshop* on the air. He selected the plays, edited them for radio, cast them, directed them and often took roles too.

Chief among his hobbies (aside from the good old-fashioned snooze) is a canter through the bridle paths of Chicago's parks under the self-imposed soubriquet of the "Gaucho of Michigan Boulevard"; taking movies of his wife and 6-year-old daughter, and listening to what he calls the soul-soothing strains of his company's music.

Personal NOTES

ARTHUR A. ISBELL, commercial manager of RCA Communications Inc., New York, has been transferred to the honorary retired list of the U. S. Naval Reserves with the rank of lieutenant commander, having recently reached the retirement age of 64.

ANDREW D. RING, assistant chief engineer of the FCC for broadcasting and Mrs. Ring, are the parents of a 7 lb. daughter, Cintha, born Feb. 14. She is their second child.

JOSEPH LANG, manager of WHOM, Jersey City, has returned from a winter vacation at Coral Gables, Fla.

JULIA JOSEPH, secretary to FCC Chairman McNinch, underwent an emergency appendectomy Feb. 18, after having been stricken while at work. She is reported convalescing.

CHARLES BITTEL, graduate of Oregon U, has joined the sales staff of KGER, Long Beach, Cal., and Alice Woods has joined the KGER staff as personal secretary to John A. Dobyns, commercial manager.

EDWARD HANDLEY, formerly in charge of the Oakland studios of KYA, San Francisco, and before that operator of his own agency, has contracted with KJBS, San Francisco, and KQW, San Jose, stations operated by Ralph Brunton, to represent them in Oakland, Alameda, Berkeley and the adjacent East Bay territory.

J. D. KEMP, formerly of CKCK, Regina, Sask., and CKSO, Sudbury, Ont., has been named assistant manager of Jas. Richardson & Sons Ltd., owner and operator of CJRC, Winnipeg.

ROBERT BEGLEY, formerly with Titan Productions, San Francisco, has joined KROW, Oakland, Cal., as account executive.

JOHN W. CREWS, formerly manager of KYOS, Merced, Cal., has been named general manager of KHUB, Watsonville, Cal.

J. LEONARD REINSCH, general manager of WHIO, Dayton, recently was elected to the board of directors of the Dayton Better Business Bureau.

JACK DAVIDSON recently joined the local sales staff of CJKL, Kirkland Lake, Ont.

HOWARD M. LOEB, manager of WFDF, Flint, Mich., became president of the Flint Advertising & Sales Club Feb. 9.

F. J. SMALLEY Jr., KFVD, Los Angeles, account executive, has been elevated to commercial manager. He succeeds Pete Watts, who resigned to join the sales staff of KMPC, Beverly Hills, Cal. KFVD has added I. H. Case as account executive.

JANET MacRORIE, director of the NBC continuity acceptance department, and Earle Pearson, managing director of the Advertising Federation of America, on Feb. 21 were guest speakers at the semi-monthly meeting of the Alumni of the Advertising and Selling course, conducted by the Advertising Club of New York.

ART KIRKHAM, public relations director of KOIN, Portland, Ore., recently was elected president of the local alumni organization of Beta Theta Pi fraternity, and Stanley Church, KOIN public events director, was named treasurer.

JACK HENDERSON, since 1933 with KWK, St. Louis, has joined the sales staff of KSTP, St. Paul.

BILL FORBES, CBS Hollywood sales executive, was awarded a new Chevrolet on his winning entry in the slogan contest conducted by Roi Tan cigars during its Sophie Tucker show on that network.

FRED R. RIPLEY, vice-president of WSYR, Syracuse, has been made an honorary member of Trigris Temple Oasis of Syracuse.

GORDON G. VANDERWARKER was recently transferred from the NBC statistical division to the sales department to act as assistant to Charles Rynd, who is in charge of the sales service section of the eastern division sales department.

GERALD A. VERNON, of the NBC statistical division, who has been doing research in the NBC sales department during the past six months has been officially transferred to the sales staff, where he will continue research under the supervision of John M. Greene.

C. W. FARRIER, NBC television coordinator, on Feb. 24 gave a talk on the marketing possibilities of television at a luncheon meeting of the New York chapter of the American Marketing Assn.

O'DARRELL CUNNINGHAM, formerly of the sales staff of WMBH, Joplin, Mo., has joined WCBS, Springfield, Ill.

D. S. ROBINSON, for several years in Northwest radio, has joined the Tacoma sales staff of KVI.

MRS. EARL T. IRWIN, manager of KVI, Tacoma, addressed the Associated Women Students of the U. of Washington Feb. 21 on "Opportunities for Women in Radio."

GAYLE GRUBB, manager of WKY, Oklahoma City, has composed another song, "Jasmine", used by the Paul Martin orchestra as a theme song. His newest novelty number is "Dinner at Nick's".

FRANK R. McNINCH, FCC chairman, Feb. 24 addressed the Masonic Fellowship Group of Charlotte, N. C., on "Democracy Faces the Future". It was broadcast locally only over WSOC.

ELTON RULE, new to radio, recently joined the sales staff of KROY, Sacramento.

GLENN MacCORMICK, manager of KORE, Eugene, Ore., has adopted a baby girl, Glenda Lou.

CHARLES HOTCHKISS, of local sales staff of NBC-Chicago, is the father of a baby girl born Feb. 9.

JOSEPH LANG, manager of WHOM, Jersey City, recently returned from a three-week vacation at Coral Gables, Fla.

ART TOLCHIN, salesman of WHN, New York, recently became the father of a baby boy, named John Robert.

E. V. MURPHY, formerly in newspaper representation, has been named commercial manager and representative of WHIP, Hammond, Ind. WHIP will be represented in New York by George Hopewell, 101 Park Ave.

XUM

BEHIND the MIKE

MARY VIRGINIA (Pat) MURPHY, for three years secretary to Elliott Roosevelt, president of Hearst Radio Inc. and Texas State Network, was married Feb. 18 to James B. Cheek, prominent Dallas architect. Mrs. Cheek is a graduate of Southern Methodist U, Dallas, where she was a member of Pi Beta Phi sorority. The couple honeymooned in New Orleans and will make their home in Dallas.

JOHN W. HUGHES, in charge of dramatics for Texas State Network, on Feb. 18 married Margaret Greene, of Dallas.

ROBERT M. HOLT, formerly of KMOX, St. Louis, and recently program director of KTUL, Tulsa, has joined WCLS, Joliet, Ill., as program director. Stanley Kroger also has joined the WCLS announcing staff.

FREDERICK H. WAGNER, author of the photoplay, "Killers of the Sea", has written a series of 39 radio episodes under the same title, now being produced by Witte Radio Productions, Hollywood, and transcribed by Recordings Inc.

MARY LOUISE RHODENBERGER, of the sales staff of KSAL, Salina, Kan., has sold a new series of five-minute shorts, *Forward March*, which she is writing, to United Life Insurance Co.

EMERY MILBURN, formerly program director and announcer at KWLK, Longview, Wash., recently joined KHUB, Watsonville, Cal., in the same capacity. Before leaving the Pacific Northwest, he married Miss Rosemary Sanders of Longview.

TAMARA ANDREEVA, formerly with the *Chicago Times* and for several years with the Associated Press in China, has joined the CBS press staff in New York, where she is handling publicity on the network's television activities.

ANDREW POTTER, production manager of National Transcription Recording Co., San Francisco, has joined KROW, Oakland, as producer and writer, and is also in charge of national sales. Potter continues his connection with the transcription company, becoming an associate member of the firm.

CLARENCE PETTIT, director of public relations of KDKA, Pittsburgh, discussed "Radio Values" before the Co-Operative Club of Pittsburgh Feb. 28.

JAMES O'NEILL, veteran newspaperman and formerly chief rewrite man for the Associated Press in New York City, recently was added to the news staff at KYA, San Francisco.

RALPH ROGERS, formerly of WBT, Charlotte; WWL, New Orleans, and several other Southern stations, has joined WGRC, New Albany, Ind., as program director.

BILL BRENNAN, formerly a reporter with *Northern News* in Kirkland Lake, Ont., has joined CJKL as chief newscaster, replacing Fin Hollinger, now freelancing in Toronto.

TRO HARPER, announcer, and Jane McCreevy, actress, both of KSFO, San Francisco, were married recently.

BOB DWAN, producer at NBC, San Francisco, is recuperating from an appendectomy.

CHARLES FOLL, formerly of KFRC, San Francisco, and KWLK, Longview, Wash., has joined the announcing staff of KMO, Tacoma. Dick Ross, continuity director, recently was named program director of the station, in addition to his other duties.

JACK STAPP, former assistant program director of CBS, joins WSM, Nashville, as program director March 2.

CHARLES S. TIGNER, formerly program director of KSAM, Huntsville, Tex., has joined the announcing staff of the Texas State Network at Ft. Worth. Howard R. Holbrook, announcer-salesman, has been named KSAM program director.

TED BAUGHM, formerly of KHJ, Los Angeles, has joined KMPC, Beverly Hills, Cal., as announcer. He succeeds Floyd Mack, resigned.

LEWIS PATTERSON, publicity director and continuity writer of KEHE, Los Angeles, is recovering from injuries received in an auto accident Feb. 11.

LOU MARCELLE, announcer of KFWB, Hollywood, is the father of a boy, born Feb. 16.

LEE KENDALL, recently of the announcing staff of KROY, Sacramento, has resigned to join the parts and accessories sales department of Chevrolet Motor Division in Los Angeles.

BERNARD F. DUDLEY, of WNBX, Springfield, Vt., is to be married to Anne Elizabeth Butler, of Norfolk, Va., late this spring, it was announced recently.

DICK CRANE, formerly of KLRA, Little Rock, Ark., and Bill Kilmer, of WHO, Des Moines, have joined the announcing staff of KGKO, Fort Worth.

SAMUEL B. DICKSON, producer and playwright at NBC, San Francisco, has left the staff.

RICHARD ELLERS, supervisor of announcers at NBC, San Francisco, and for nearly a decade a member of the network force, recently left the staff.

JOYCE WILLIAMS has been promoted from merchandising to continuity at WOAI, San Antonio. Hoyt Andres, announcer, announces he will marry Miss Sulie Marye Hudson, of Waco, on June 2.

STANLEY ALTSCHULER, formerly of WJAY, WHK and WCLE, Cleveland, where he developed several nationality and patriotic programs, among them the *We American* series, has joined WJBK, Detroit, as coordinator of nationality programs, according to James F. Hopkins, WJBK general manager.

CHARLIE GRIMM, sportscaster of WBBM, Chicago, on Feb. 16 was made an honorary member of the Chicago Headline Club of Sigma Delta Chi, national journalistic fraternity.

BILL TREDWAY, formerly program director of KTRI, Sioux City, Ia., has joined KFBB, Great Falls, Mont., as head of the continuity and special events department.

FRED IBBETT, Hollywood producer, has taken over production of the weekly CBS *Dr. Christian* program, sponsored by Chesebrough Mfg. Co. (vaseline). Dorothy Barstow formerly produced the script show for McCann-Erickson, the agency.

CHARLES FOLL, announcer, formerly with KWLK, Longview, Wash., recently joined KMO, Tacoma, as newscaster.

GEORGE BOONE, CBS Hollywood night receptionist, married Geraldine Jones in Los Angeles Feb. 11.

ALLEN BELL and Don Ebersbach have joined WDZ, Tuscola, Ill., as production manager and music director, respectively.

JACK CHASE, announcer of KSO-KRNT, Des Moines, has been named a candidate for the role of John Archer in the RKO movie, "Career", and appeared on the Feb. 19 broadcast of the Jesse Lasky-Wrigley *Gateway to Hollywood* series.

HENRY ADRIAN, Hollywood script writer, and Wilma Strickland, secretary to Terry DeLapp, Paramount publicity director, were married Feb. 14.

NEW MANAGER of KFDM, Beaumont, Tex., is C. B. Locke, former technical supervisor of KGKO, Fort Worth. He assumed his new duties Feb. 15 after ownership of the station was taken over by the Beaumont Broadcasting Co., of which Darrold A. Kahn, former head of KGKO, is the secretary-treasurer. Mr. Locke's engineering post at KGKO has been assumed by R. C. Stinson, who is also chief engineer of WFAA-WBAP.

TSN Personnel Changes

COINCIDENT with the resignation in latter February of Neal Barrett as vice-president of Texas State Network, effective March 15, Elliott Roosevelt, president of the network, announced several new appointments. Mr. Roosevelt stated that Mr. Barrett is not being replaced, but he named Gerald Stanley, of St. Louis, formerly with Knox Hat Co., as business manager. Steve Wilhelm, production manager, was promoted to vice-president. Benton Ferguson was named merchandising, promotion and publicity director. To the TSN board of directors the appointment of Briggs A. Hoffman, prominent insurance man of St. Louis, was announced. Mr. Hoffman, while public relations chairman of the St. Louis Insurance Board, handled its sponsorship of the *Captains in Peril* radio series.

GARY BRECKNER, CBS Hollywood announcer, has been cast in a similar role in the Universal Studio film, "Risky Business".

CARL HOHENGARTEN, a CBS musical director, wrote special lyrics to "Jeepers Creepers" which Postal Telegraph singing girl messengers in more than 200 cities used in delivering vocal Valentines on Feb. 14.

C. L. MENSER, program manager of NBC-Chicago, addressed the Assn. of University Women, Gary, Ind., Feb. 10 on "You and I and the Modern Theater".

JAMES E. COX, publicity writer of WKY, Oklahoma City, recently delivered the first of two scheduled lectures on "Radio Writing" before the Oklahoma Writers Guild.

H. DAY FOSTER, production and publicity director of KORE, Eugene, Ore., is the father of a boy born recently.

JOHN TILLMAN, formerly of WSB, Atlanta, and WHAS, Louisville, has returned to Atlanta as a reading clerk in the Georgia House of Representatives.

PHILLIP STALEY DOELKER, Ohio State U graduate, has joined the production staff of WALR, Zanesville, O.

BILL BRENNAN has joined the announcing staff of CJKL, Kirkland Lake, Ont., to replace Phin Hollinger, who has left to free-lance in Toronto.

BENNY CRAIG, Little Rock sports announcer, has moved to KARK to broadcast baseball for Colonial Baking Co.

JIM THOMAS, formerly of WWL, New Orleans, has joined WCOA, Pensacola, as production manager. He entered radio in 1933 as an actor but turned to announcing thereafter.

LEWIS JULIAN, recently returned to NBC after a two year's absence, has been transferred from guest relations to the staff of the network's music library.

LIN MASON, announcer, has returned to WKRC, Cincinnati, after an absence of three weeks due to illness. Ruth Lyons, program director, was out with flu.

WILLIAM WINTER, acting director of special events and publicity at WBT, Charlotte, has been named permanent chairman of the newly organized Mecklenburg Foundation for Infantile Paralysis, which will treat polio cases in the county with funds raised at the local President's Birthday Ball.

JACK SOLON, formerly of WSBT, South Bend, recently joined the announcing staff of WFIL, Philadelphia.

JOHN FRANKLIN, announcer of WIP, Philadelphia, has written the words and music of a song "Yours Very Truly".

HOWARD G. BARNES, formerly announcer for WOR, Newark, recently joined the announcing staff of WHN, New York.

BOB EDGE, formerly sports commentator on WOR, Newark, has joined CBS to do a special series of sportsman programs.

ELIZABETH MORRIS, of the NBC legal department, on Feb. 4 was married to Thomas J. Marshall, of Boston.

ENID BEAUPRE, of NBC sales promotion, has returned to her office after a month's illness.

CARL CANNON, instructor of studio and television guides in Radio City, New York, addressed a recent meeting of the Bucknell Alumni Association of New York on television.

CHARLES ANDERSON, former announcer of KOA, Denver, recently returned from London after completing his studies at the BBC under the Rockefeller Foundation Radio Fellowship.

FLORENCE E. SCHWARZER, of the NBC photo section of the press department, recently became engaged to Carl L. Plock of the Royal Livermore Insurance Companies.

FRANCES GOLDACKER, secretary to NBC local sales manager Maurice M. Boyd, recently became engaged to Charles H. Ott of Philadelphia.

RANALD MacDOUGALL, NBC script writer, has been transferred from transcription service to the NBC script division to fill the vacancy caused by the resignation of James H. Hill, who left NBC to return home to Los Angeles. G. Thornton Steil from the NBC music division, has succeeded Mr. MacDougall in transcriptions.

JOE MATTHEWS, program director of KBIX, Muskogee, Okla., was named program director of WCMI, Ashland, Ky., effective March 1.

CHARLES MORRISON has severed his association with Nat Goldstone Agency, Hollywood talent bureau. Mr. Goldstone will supervise the department.

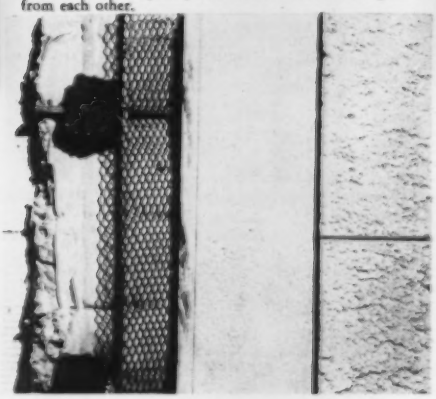
THOMAS L. RILEY, NBC producer of dramatic shows, has been transferred to the network's television staff, where he will begin preparing for the advent of regular visual broadcasting in April.

MARIE BILYEU, known on KSAL, Salina, Kan., as "Dorothy Day," leaves March 25 after having been on the air for the last year-and-a-half for Stiefel's Department Store, in two quarter-hours daily. She is moving to Fort Worth. Eulalah Nissen succeeds her on the series.

THE *Real McCoy* IN MAKE-BELIEVE

Above: The real McCoy in organs. WKY's Kilgen is probably the largest ever built expressly for broadcasting.

Below: The real McCoy in studio construction. Floors and walls are completely insulated from the building and from each other.



• WKY takes pride in the manner in which it serves Oklahoma's largest radio audience with the real McCoy in make-believe . . . in its ability to build up one of the finest sound effects set-ups outside the network centers.

WKY went to Hollywood for advice on its sound effects when the new studios were opened in 1936. Likewise it drew on the experience of the network experts. Keeping up with constantly increasing demands for sound realism in studio productions is a job that WKY's own staff has done most admirably.

But to WKY, its sound effects facilities are simply symbolic of the faculty this station has always possessed for delivering the real McCoy in serving the public interest, convenience and necessity of a million and a half people.

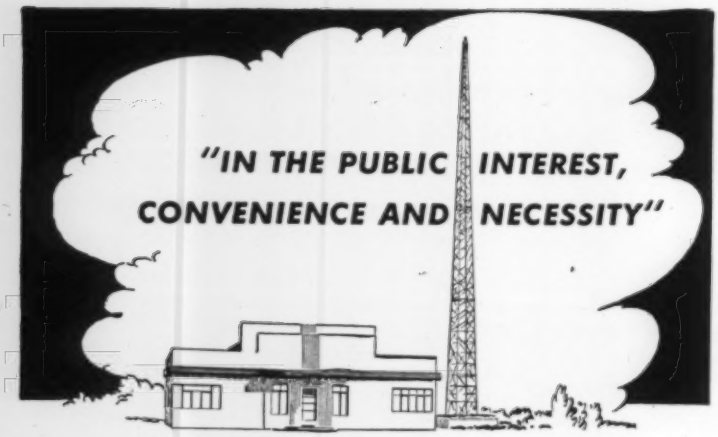
Listeners in Oklahoma seldom twirl their dials any more. They are satisfied to stick to 900 kilocycles and enjoy WKY's star-studded programs eighteen hours a day. Advertisers have conclusive proof of this when a WKY-produced show brings 80,000 requests for song sheets in a single month.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN

KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.



...which means

you've got to be GOOD!

Those seven words in your license..."in the public interest, convenience and necessity"— entail a very real obligation in your day-by-day operation. Your station *must* meet certain high standards of quality and dependability.

If you are Western Electric equipped, that need cause you no technical worry. For Western Electric broadcasting apparatus is engineered to *more than meet* all requirements.

That's why more stations have chosen Western Electric than any other make of equipment. If you're one of the 213 listed below who have Western Electric, let all your clients and prospects know it.

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Alabama
WALA
WAPI
WHBB
WSGN

Arizona
KGLU
KTAR
KWJB

Arkansas
KTHS
KUOA

California
KDB
KDON
KFAC
KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KTKC
KYOS

Colorado
KLZ
KVOR

Conn.
WDRC
WICC
WTHT

D. of Col.
WJSV
WMAL
WOL

Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WKAT
WRUF
WSUN

Georgia
WATL
WMAZ
WRBL
WSB

Idaho
KFXD
KSEI

Illinois
WCBD
WHFC
WMBD
WMBI

Indiana
WHIP
WIND
WWAE

Iowa
KFJB
KFNF

Kansas
KFH
KGGF
KOAM
KOAN
KSAC
KSAL
WIBU

Kentucky
WHAS
WLAP

Louisiana
KALB
WBNO
WDSU
WJBO
WSMB

Maine
WGAN
WLBZ

Maryland
WBAL
WJEJ

Mass.
WAAB
WBRK
WEEI
WHDH
WLLH
WMAS
WNAC
WSAR

Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ

Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN

Missouri
KFRU
KFUO
KMBC

KMOX
KWK
WDAF
WHB
WIL
WMBH

Montana
KFBB

Nebraska
WOW

New Hamp.
WFEA

New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ

New York
WABC
WBBR
WBIL
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN
WKBW
WLTH
WNEW
WNYC
WOR
WOV

No. Car.
KDLR
WAIR
WDNC
WRAL
WSTP

N. Dakota
KRMC

Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL

Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO

Oregon
KOAC

Penn.
KQV
WBAX
WFBG
WHAT
WJAS
WKOK
WKST
WPIC
WSAN

Rhode Is.
WEAN
WJAR
WPRO

So. Car.
WAIM
WCSC
WIS

S. Dakota
KABR
WNAX

Tennessee
WLAC
WNOX
WROL

Texas
KABC
KCMC
KFDM
KGNC
KMAC
KPAB
KRIC
KRLD
KTAT
KTSA
WRR

Utah
KSL

Virginia
WBBL
WRNL
WRVA

Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KRKO
KVI
KXRO

W. Virginia
WCHS
WMMN
WSAZ

Wisconsin
KFIZ
WCLO
WKBH
WTMJ

Distributed by Graybar

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

A Hero in Vain

SYDNEY DIXON, NBC western division sales manager, during the recent Hollywood storm which smashed store windows and raised general havoc, dashed through a shower of glass at Hollywood Blvd. and Vine St. to rescue a woman lying prone in the path of flying debris only to find that the supposed victim was a display dummy. An interested crowd witnessed the frustrated heroism.

NORM PIERCE, formerly program director of WOMT, Manitowoc, Wis., has resigned to join WGES, Chicago, as announcer. Fred Hessler has been appointed program director, and Edward Allen, formerly with the Chicago Federal Radio Project, has joined the WOMT announcing staff, replacing Roger Mueller, who resigned recently to join WGN, Chicago.

RALPH CHILDS, formerly of WHBF, Rock Island, Ill., and Bill Wells, of KMMJ, Clay Center, Neb., have joined the announcing staff of KMA, Shenandoah, Ia.

SIDNEY ADLER, formerly night manager of WHN, New York, has joined WHOM, Jersey City, as production director, and Ken Lester, formerly of WHBI, Newark, has joined the announcing staff.

CHARLES FOLL, formerly assistant manager of KWLK, Longview, Wash., and Jerry Geehan, well-known Northwest sportscaster, have joined the announcing staff of KMO, Tacoma.

FRED WAIBLE, former newspaperman and associate director of the Elbert A. Wickes theatrical productions, on Feb. 20 joined the William C. Lengel Literary Associates, New York, as director of radio.

FRANK DANZIG, formerly of the continuity stag of WNEW, New York, on Feb. 27 joined the Radio Division of the Federal Theatre Project as assistant continuity editor.

RALPH HARDY, of the continuity staff of KSL, Salt Lake City, on March 10 will marry Miss Maren Eccles, of Salt Lake.

A. V. BAMFORD, of Aerograms Inc., Chicago program firm, is the father of a girl born Feb. 18.

SIDNEY ANDORN, WGAR, Cleveland, theatrical and gossip reporter, was guest on a special show marking start of his fifth year for the same sponsor, Standard Brewing Co. of Cleveland. Local film executives, theater managers, hotel officials and executives of the brewery, together with a galaxy of talent from Cleveland night clubs participated.

ALDAN FITZPATRICK, formerly of Boston and Springfield stations, has joined the announcing staff of KDKA, Pittsburgh.

HOWARD ACKLEY, traffic manager of WOWO-WGL, Fort Wayne, Ind., on Feb. 27th celebrated his 11th anniversary with the stations.

JEAN ABBEY, fashion stylist and commentator, has begun a new fashion series on KSD, St. Louis, Tuesday mornings at 8:30.

PAUL deFUR, recently with the Texas State Network, has joined the production staff of WLW-WSAI.

CARROLL TORNROTH, formerly in the radio department of Music Corp. of America, Hollywood, has joined NBC Artists Service, that city, as contact man.

NEDRA CARR of CBS Hollywood publicity staff, has announced her engagement to Dr. Roger Daniels, of Sacramento, Cal. The wedding is scheduled for late April.

Shaw-Stark Join WMCA In WHN Staff Exchange

TWO FORMER network and agency radio executives have assumed key posts at WMCA, New York, following the resignation of Bertram Lebhar Jr., WMCA commercial manager, to join WHN, New York, as vice-president in charge of sales under Herbert L. Pettey [BROADCASTING, Feb. 15].

Mr. Shaw

Don S. Shaw, until recently assistant to the president of McCann-Erickson and formerly sales manager for four years of NBC in New York, has been appointed general manager and vice-president in charge of sales of WMCA under Donald Flamm, owner. Charles Stark, recently on the sales staff of WHN, and before that with CBS sales, has been appointed sales director of WMCA. He also was previously in the agency field as account executive with J. Walter Thompson Co. and as chief of radio sales for Lennen & Mitchell.

At WHN, Ira Herbert, formerly with WMCA, has been named assistant to Mr. Lebhar. Other additions to the sales staff of WHN include Irving Raskin and Cecil Hackett, also formerly with WMCA.

Shakeup at CKOC

CKOC, Hamilton, Ont., is reported to have been sold to and will be managed by Taylor-Pearson & Carson Ltd., of Calgary, Alta., beginning March 1, according to an announcement by H. R. Carson at Toronto. The station will be furnished with new transmitters, antenna and studio equipment, and studios will be rebuilt. M. V. Chestnut, manager of CKCK, Regina, Sask., will take charge of CKOC. Gordon Anderson, who has been manager of the station for a number of years, becomes program director. W. T. Cranston, commercial manager of CJCA, Edmonton, becomes acting commercial manager at CKOC. The station will add the NBC *Thesaurus* Library to its present *World* Library, and will continue to use Transradio Press. CKOC will be represented in Canada by All-Canada and in the United States by Joe Weed. Gerry Gaetz, manager of CJOC, Lethbridge, Alta., has transferred to CKCK, Regina, as manager, to replace Mr. Chestnut.

Head Charities Group

BRADLEY KELLY of King Features Syndicate has been named chairman of the radio committee of the Cardinal's Committee of the Laity for 1939 to solicit contributions for the Catholic Charities. Other members of the radio committee are: Andrew Burke; Albert A. Cormier, formerly of WINS; Dave Driscoll, WOR; Dr. Franklin Dunham, NBC; Floyd Gibbons; John B. Kennedy; Alfred J. McCosker, WOR; Louis Ruppel, CBS; Elliott Stuckel, CBS; Maj. Edward Bowes; Morton Downey, and Arthur Hull Hayes, WABC.

WALLIS M. REEF, for the last three years editor of the news service of KFEL, Denver, has resigned to become a candidate for mayor.

Complete Film-Radio Divorce Unlikely From Recent Action

Agency Executives Certain There Will Not Be Widespread Exodus of Film Talent From Air

THREATENED war between radio and motion pictures doesn't seem to faze Hollywood advertising agency executives. Consensus among those closely associated with radio is that there will be no general following of the lead taken by M-G-M and 20th Century-Fox Studios in pulling their talent off sponsored network shows. Counter feeling is strong that increased exploitation of stellar film names on programs more than compensates for any boxoffice loss alleged by motion picture exhibitors.

Although Warner Bros. is reported as joining the ban and Republic Productions Inc. will abandon plans to put a studio produced radio show on a network under sponsorship, it is the general belief that outstanding film names have become too intimately associated with radio entertainment for picture companies to take such drastic action. It is further pointed out that picture talent, knowing exploitation values received from radio appearances and also interested in big money offered by sponsors, will not stand for the ban. Several name stars, among them Jean Hersholt and Dick Powell, have severed their film studio connections so that they might freelance in pictures and thereby accept radio commitments too.

The battle will probably continue for some months but it is generally predicted in Hollywood that the two entertainment mediums so closely associated, will "get together", iron out their difficulties and come to an understanding of mutual benefit before beginning of the fall season.

Will Approach Don Ameche

Darryl Zanuck, vice-president of 20th Century-Fox Studios, who in early February withdrew Tyrone Power from NBC *Woodbury Playhouse* series, is reportedly working out plans whereby none of that film company's talent will do commercial radio work.

It is expected he will next try to induce Don Ameche to also forego future radio work for a financial consideration and devote full time to pictures. Ameche is currently featured on NBC *Chase & Sanborn Hour*, sponsored by Standard Brands Inc. Zanuck, it is understood, will not interfere with commitments that 20th Century-Fox talent has for CBS *Hollywood Guild*, sponsored by Gulf Oil Co. which contributes $10,000 weekly to Motion Picture Relief Fund.

Network executives in Hollywood have made no official comment, but professed, off the record, not to be greatly agitated by recent developments. They take the position that the fight—if there is a fight—is between film studios and radio advertising sponsors.

"We sell the time, the sponsor puts on whatever programs they want", commented one network representative. However, another observer conjectured that if a break did come, radio sponsors might be inclined to retaliate. They might demand by contract that their radio talent make no movie appearances. It was pointed out that many of the film favorites today were originally radio stars. Cited as examples are Bob Burns, Jack Benny, Edgar Bergen, Don Ameche, George Burns and Gracie Allen.

Attempt by Republic Productions Inc. to put a studio produced radio show on a network will be abandoned. Lack of a sponsor at price asked is said to be the principal reason. Belief that marketing the show might cause exhibitor repercussion was also expressed. Republic products play 20th Century-Fox theatres and abandonment of radio thereby coincides with company policy. Show was of the musical-variety type featuring studio talent.

Powell for Jolson

Lever Bros. Co., Cambridge, Mass. signed Dick Powell, film actor, to head its CBS *Lifebuoy* series, beginning with broadcast of March 21. He takes over from Al Jolson who leaves the show after more than two years, following program of March 14. Powell will sing and emsee the weekly half-hour broadcast, sharing it with Martha Raye, Parkyakarkus, Lud Gluskin's orchestra, and guest talent. Policy of the show remains unchanged. Everett Meade continues as producer for Ruthrauff & Ryan, agency servicing the account. Powell has had no regular radio program since the Warner Bros. Lucky Strike series of last year. Probability is that the Lifebuoy show will cary through the summer quarter without substitute.

Jolson's withdrawal from the Lifebuoy program was reported amicably effected by William Morris Inc., his representatives and Ruthrauff & Ryan, representing the sponsor. C. Lawton Campbell, New York vice-president in charge of radio for the agency, when in Hollywood during mid-February to dissolve the contract, stated parting was amicable so that "Jolson could fulfill a desire on his part to appear in a new type of radio program which he has had under consideration for some time."

Neither Jolson nor William Morris Inc. would reveal which show he would join. It is known that Jolson had been offered a spot on *The Circle*, sponsored by Kellogg Co. on NBC. It is expected though that he would remain out of radio until September. For the present he will devote full time to his 20th Century-Fox picture, *Rose of Washington Square*.

Carole Lombard has terminated her contract with *The Circle*, sponsored by Kellogg Co. on NBC. She has entered into an oral arrangement with J. Walter Thompson Co., agency servicing the account, to make occasional guest appearances on the weekly program at her convenience, providing script submitted meets with her approval. Original agreement with the agency was verbal, but this was later put in writing. This marks the second withdrawal from the show, as Ronald Colman recently had his contract dissolved, although it was denied by the agency and all concerned. It is expected that Cary Grant will also shortly leave the series.

RKO Radio Pictures, Hollywood, has signed Jean Hersholt for a series of three films to be based on his CBS *Dr. Christian* serial, sponsored by Cheseborough Mfg. Co. Films will be released under the same title. This will be the first motion picture work by Hersholt since his contract with 20th Century-Fox Studios was cancelled some time ago. Dispute over radio appearances was said to have been one of the reasons for his withdrawal and determination to freelance.

C & S to New York

STANDARD BRANDS switches NBC *Chase & Sanborn* program from Hollywood to New York March 12 and 19, with possibility of others emanating from that city. The move follows request of Edgar Bergen, Don Ameche and Dorothy Lamour for a change in scene. Rather than split the show at intervals or permit New York vacations, the sponsor is understood to have approved move of program intact. Donald Dickson, vocalist and Robert Armbruster, musical director, will also make the trip. A pick-up band in New York will replace Armbruster's Hollywood orchestra on the show. This will be the first time since program launching in May, 1937, that it has originated from any other city than Hollywood. Cal Kuhl, producer for J. Walter Thompson Co., and Dick Mack, writer, will also join the group.

A 'Good News' Film

IN AN EFFORT to capitalize on popularity of the NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee), M-G-M, producing the series, plans to remake an old time film by that title. Picture was first made in 1930 by M-G-M. New version will fit the radio show cast members, who include Fannie Brice, Frank Morgan, Hanley Stafford, Meredith Willson and his orchestra. Film company recently announced it would terminate its radio affiliation with General Foods Corp. and discontinue program following the June 29 broadcast.

Wilson Planning

WILSON & Co., Chicago (meat packers, food products), is planning a spot campaign of transcriptions featuring George Rector, famous chef recently employed by the firm. It is understood that the discs will be five minutes in length. U. S. Adv. Corp., Chicago, handles the account.

Court Recognizes Recorder's Rights

Federal Judge Grants Waring Injunction Against Use

FIRST recognition by a Federal Court that an artist has a property right in his recorded rendition of a musical composition was made by a U. S. District Court in North Carolina which granted Fred Waring an injunction against the unauthorized use of a transcription of his performance.

Suit was brought by Waring against Richard Austin Dunlea, owner of WMFD, Wilmington, N. C., Waring charging the station had broadcast part of a transcription Waring had made for the Ford Motor Co., which was labeled with a notice restricting its use to the Ford program and on stations selected to broadcast that program, despite the fact that WMFD was not on the Ford list. He claimed the station used the recording, with the commercials eliminated, on a program not sponsored by Ford.

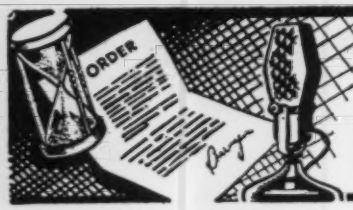
In granting the injunction to Waring, Judge Isaac M. Meekins said, in part: "It appears to the Court that complainant has created by his efforts and talents a distinctive style known as his style, in the interpretations of musical numbers. He desires to sell or license such renditions. This presents the first question: Does complainant have such an interest in his unique rendition that it is a distinct and separable property right? My answer is, Yes . . . Complainant has a property right in his performance. Complainant by mental labor creates something which is the subject of sale, for he has contracted for its rendition with the Ford Motor Co. It is his work, his property, and so recognized."

The case, which was handled for Waring by Maurice J. Speiser, general counsel of the National Assn. of Performing Artists of which Waring is president, is hailed by NAPA as establishing an important precedent and extending the previous decision won by NAPA in Pennsylvania, where a state court ruled that WDAS could not broadcast Waring recordings without his permission. Decision may possibly affect the outcome of the suit of RCA against Paul Whiteman and WNEW, now before the U. S. District Court in New York.

Wrigley Renews *Gateway*

WM. WRIGLEY Jr. Co., Chicago (chewing gum), has renewed for 13 weeks, effective April 9, Jesse Lasky's *Gateway to Hollywood* on CBS. Contract will extend the RKO Pictures talent hunt tieup to a second feature film. Winners of the second quarter's talent competition will be utilized in the picture on the same basis as those used in the present series. Charles Vanda, on leave from his post of CBS Pacific Coast program director, will continue to produce and format of the show will remain much as at present. Ken Niles stays as announcer.

SHACKELFORD MILLER Jr., brother of NAB President Neville Miller, on Feb. 20 was confirmed by the Senate as U. S. District Judge for the Western District of Kentucky, following his nomination by President Roosevelt. He was formerly counsel for RFC in Kentucky and Senator Barkley's campaign manager.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSO, KRNT, Des Moines, WMT, Waterloo, WNAX, Yankton

Sargent & Co., Des Moines, 5 *t* weekly, thru Fairall Adv. Agency, Des Moines.
Ex-Cel-Sis Products Co., Salt Lake City, 13 *sa*, thru Gillham Adv. Agency.
Schulze Baking Co., Kansas City, 3 *t* weekly, thru R. J. Potts & Co., Kansas City.
P. Lorillard Co., New York, 3 *sp*, thru Lennen & Mitchell, N. Y.
Royal Lace Paper Works, Brooklyn, 26 *t*, thru Lawrence C. Gumbinner, N. Y.
Seidlitz Paint & Varnish Co., 13 *sa*, thru Barrons Adv. Agency, Kansas City.
Consolidated Cigar Corp., New York (Harvester Cigars), 9 *sp* weekly, thru Erwin Wasey & Co., N. Y.
Chappel Bros., Rockford, Ill. (Ken. L. Ration), 26 *t*, thru Wendel C. Muench Adv. Agency, Chicago.
Phillips Petroleum Corp., Bartlesville, Okla., daily *sp*, thru Lambert & Feasley, N. Y.
H & H Cleaner Co., Des Moines, 26 *sa*, thru John H. Dunham Co., Chicago.

WICC, Bridgeport, Conn.

Feminine Products, New York (Arrid), 3 *ta* weekly, thru Street & Finney, N. Y.
White Laboratories, New York (Feenamint), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Mentholatum Co., Wilmington (proprietary), 3 *ta* weekly, thru Street & Finney, N. Y.
Oxo Ltd., New York (concentrate), 3 *sa* weekly, thru Platt-Forbes, N. Y.
Richfield Oil Corp., New York, 6 *t* weekly, thru Sherman K. Ellis & Co., N. Y.

WOR, Newark

North American Accident Insurance Co., Newark, weekly *sp* thru Franklin Bruck Adv. Corp., N. Y.
Beautiderm Institute of Electrolysis, New York, weekly *sp* thru Weill & Wilkins, N. Y.
La Choy Food Products, Detroit, 3 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.

KHJ, Los Angeles

Franco-American Baking Co., Los Angeles (bread), 2 *sa* weekly, thru Heintz, Pickering & Co., Los Angeles.
Union Pacific System, Omaha (rail transportation), 60 *sa*, thru Caples Co., Chicago.

KNX, Hollywood

Knudsen Creamery Co., Los Angeles, 6 *sp* weekly, thru Heintz-Pickering & Co., Los Angeles.
Liebmann Breweries, Brooklyn (Rheingold beer), 6 *sa* weekly, thru Lord & Thomas, N. Y.

WKRC, Cincinnati

E. I. Du Pont de Nemours & Co., Wilmington, Del. (Celloglass), 2 *sa* weekly, thru BBDO, N. Y.

KICA, Clovis, N. M.

Cosden Oil Co., Fort Worth, weekly *t*, thru Advertising-Business Co., Fort Worth.

WIS, Columbia, S. C.

Chattanooga Medicine Co., Chattanooga (Black Draught), 6 *sp* weekly, thru J. Carson Brantley, Salisbury, N. C.
Pet Milk Co., St. Louis, 2 *t* weekly, to 1-4-40, thru Gardner Adv. Agency, St. Louis.
BC Remedy Co., Durham, N. C., daily *sp*, thru Harvey-Massengale Co., Atlanta.
American Chicle Co., Long Island City, 80 *t*, thru Badger & Browning, Boston.
Standard Oil Co. of N. J., New York (Esso), 5 *sp* daily, thru Marschalk & Pratt, N. Y.

WHIO, Dayton

Roman Cleanser Co., Detroit, 6 *sa* weekly, thru Gleason Adv. Co., Detroit.
General Motors, Dayton (Frigidaire), weekly *sp*, thru Lord & Thomas, Chicago.
Royal Lace Paper Co., New York, 3 *t* weekly, thru Lawrence C. Gumbinner, N. Y.
Sealtest Inc., Philadelphia (ice cream), 220 *t*, thru McKee & Albright, Philadelphia.

WCSH, Portland, Me.

Charles E. Hires Co., New York (root beer,) 6 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
J. L. Prescott Co., Passaic, N. J. (Oxol), 36 *ta* weekly, thru Arthur Kudner, N. Y.
Kemp & Lane Co., Rochester (proprietary), 6 *ta* weekly, thru Hughes, Wolff & Co., Rochester.

WFEA, Manchester, N. H.

Red Cross Chemical Co., Providence, weekly *sa*, thru Lanpher & Schonfarber, Providence.
Sunlight Chemical Co., Phillipsville, R. I. (bleach), 2 *ta* weekly, thru Lanpher & Schonfarber, Providence.

WTMJ, Milwaukee

Maytag Co., Newton, Ia. (washing machines), 48 *sa*, thru McCann-Erickson, Chicago.
Snead, Burgweger & Moore, Chicago (fruit juices), 5 *sa*, thru George H. Hartman Co., Chicago.

KFI, Los Angeles

Manhattan Soap Co., New York, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Ford Motor Co., Detroit (motor cars), 3 *ta* weekly, thru N. W. Ayer & Son, Philadelphia.

KHUB, Watsonville, Cal.

Dr. Miles California Co., Los Angeles (Alka-Seltzer), 13 *sa*, thru Associated Adv. Agency, Los Angeles.

WGAR, Cleveland

Standard Vitamin Corp., New York (Candicod), 4 *sa* weekly, thru Peck Adv. Agency, N. Y.
Standard Oil Co. of Ohio, Cleveland, weekly *sa*, thru McCann-Erickson, Cleveland.
E. B. Muller Co., Port Huron, Mich. (chicory), 3 *sa* weekly, thru Charles A. Mason & Associates, Detroit.
BC Remedy Co., Durham, N. C. (proprietary), 5 *sp* weekly (renewal), thru Harvey - Massengale Co., Atlanta.

KPO, San Francisco

California Prune & Apricot Growers, San Jose, Cal. (Sunsweet Prunes), 2 *sp* weekly, thru Long Adv. Service, San Jose.
Greco Canning Co., San Jose (canned string beans), 2 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Manhattan Soap Co., New York (Sweetheart Soap), weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WELI, New Haven

Rost Tooth Paste Corp., New York, 6 *sp* weekly, thru Erwin Wasey & Co., N. Y.
Paramount Macaroni Co., New York, 4 *sp*, weekly, thru J. Franklin Viola, N. Y.
Penick & Ford, New York (Brer Rabbit molasses), 6 *ta* weekly, thru BBDO, N. Y.

KSRO, Santa Rosa, Calif.

Folger Coffee Co., San Francisco, 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Dr. Miles California Co., Los Angeles (Alka-Seltzer) 13 *sa*, thru Associated Adv. Agency, Los Angeles.
Diamond Match Co., Chico, Cal. (building material), 7 *sp* weekly, direct.

WABC, New York

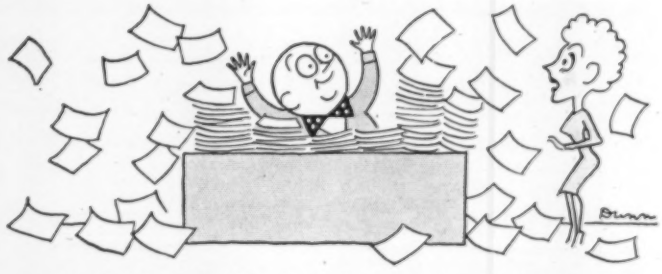
Bosco Co., New York (milk amplifier), 6 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Community Opticians, Brooklyn, 3 *sp* weekly, thru Commonwealth Adv. Agency, Boston.
Packer's Tar Soap, Mystic, Conn., 3 *sp* weekly, thru Stack-Goble, N. Y.

WHN, New York

Plough Inc., Memphis (St. Joseph's Aspirin, Breethem, Penetro), 3 *sp* weekly, 52 weeks thru Lake-Spiro-Cohn, Memphis.

KVSO, Ardmore, Okla.

Chattanooga Medicine Co., Chattanooga (Black Draught), 104 *ta*, thru Nelson Chesman & Co., Chattanooga.



"Our Washington Station Selection is Easy—The Audience Does It For Us—WRC"

Pd. Adv.

KHJ, Los Angeles

Wander Co., Chicago (Ovaltine), 2 *sa* weekly, thru Blackett, Sample, Hummert, Chicago.
Wilson & Co., Los Angeles (meat packers), 10 *sa*, thru Emil Brisacher & Staff, Los Angeles.
Calavo Growers of Cal., Los Angeles (avocados), 3 *sp* weekly, thru Lord & Thomas, Los Angeles.
O'Keefe & Merritt Co., Los Angeles (stoves & refrigerators), 3 *sa* weekly, thru Richard B. Atchison Adv. Agency, Los Angeles.
Union Pacific System, Omaha (rail transportation), 60 *sa*, thru Caples Co., Chicago.
American Pop Corn Co., Sioux City, Ia. (pop corn), weekly *t*, thru Coolidge Adv. Co., Des Moines.

WLS, Chicago

Lamont Corliss Co., New York (Danya hand cream), *sa* daily, thru J. Walter Thompson Co., N. Y.
Maytag Co., Newton, Ia., 26 *sa*, thru McCann-Erickson, Chicago.
Kitchen Art Foods, Chicago, 3 *sp* weekly, thru Earle Ludgin Inc., Chicago.
Illinois Bell Telephone Co., Chicago, 6 *sa* weekly, thru N. W. Ayer & Co., N. Y.
Dean Studios, Omaha, 3 *sa* weekly, thru Lessing Adv. Co., Des Moines.
LaPorte Production Credit Assn., La Porte, Ind., weekly *sa*, direct.

WHO, Des Moines

Firestone Tire & Rubber Co., Akron, weekly *t*, thru Sweeney & James, Cleveland.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Foster-Milburn Co., Buffalo (Doans pills), 156 *sa*, thru Spot Broadcasting, N. Y.
Bernard Perfumers, St. Louis, weekly *sa*, thru Burgland Co., Galesburg, Ill.
Sterling Insurance Co., Chicago, 3 *sa* weekly, thru Neal Adv. Co., Chicago.

KFBK, Sacramento, Cal.

Flamingo Sales Co., Los Angeles (nail polish) 7 *sa* weekly, thru Buchanan & Co., Los Angeles.
Olson Rug Co., Chicago (rugs), 3 *t* weekly, thru Presba, Fellers & Presba, Chicago.
E. I. du Pont de Nemours & Co., Wilmington, Del. (Celoglass), 2 *sa* weekly, thru BBDO, N. Y.
Industrial Training Corp., Chicago (technical school), weekly *t*, thru James R. Lunke & Associates, Chicago.

KGKO, Fort Worth

Conkey Feed Mills, Dallas, 6 *sa* weekly, thru Rogers & Smith, Dallas.
Cosden Co., Fort Worth, weekly *sp*, thru Adv. Business Co., Fort Worth.
Lydia Pinkham Medicine Co., New York, 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Southwestern Greyhound Lines, Dallas, weekly *sa*, thru Beaumont & Hohman, Dallas.

WNEW, New York

Liebmann Brewery, Brooklyn, New York (Rheingold Beer), 6 *sp* weekly, 52 weeks thru Lord & Thomas, N. Y.
Premium Payers Adjustment Bureau, New York (insurance), 10 *sa* weekly, 10 weeks, direct.

KJBS, San Francisco

Dr. Ross Dog Food Co., Los Angeles (dog and cat food), 5 *sa* weekly, thru Howard Ray Agency, Los Angeles.
Pacific Greyhound Bus Lines, San Francisco, *sa* thru Beaumont & Hohman, San Francisco.

KMPC, Beverly Hills, Cal.

Southern Pacific Co., San Francisco (rail), 5 *sp*, thru Lord & Thomas, San Francisco.

KGO, San Francisco

Ford Motor Co., Detroit (Mercury cars), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y.

Radio Advertisers

CHAMBERLAIN Laboratories, Des Moines (lotion), on March 6 starts a thrice weekly quarter-hour program featuring *Eddie Dunsteder at the Novachord* on a three-station CBS California network. The account is also using five one-minute announcements weekly on 32 stations [BROADCASTING, Jan. 15]. Agency is John H. Dunham Co., Chicago.

LAMBERT PHARMACAL Co. (Canada), Toronto (Listerine) started Feb. 26 *The Adventures of Charlie Chan* on CFRB, Toronto; CKSO, Sudbury, Ont.; CFCF, Montreal. Lambert & Feasley, New York, placed the account.

BOOK-OF-THE-MONTH Club, New York, on March 3 will start sponsoring a series of six chamber music programs on WQXR, New York, from Carnegie Chamber Music Hall, to continue through April 7. Schwab & Beatty, New York, placed the account.

TUCSON (Ariz.) Chamber of Commerce, presented a special half-hour broadcast over WTMJ, Milwaukee, Feb. 24, the commercial feature being fed by telephone lines from KVOA, Tucson.

G. B. TUCKER has been appointed advertising manager of Seaside Oil Co., Los Angeles. He was formerly assistant to F. E. McClaren, general sales manager.

CFRB, Toronto, Ont., on Feb. 20 started *Lady Esther* CBS Monday night program, placed direct; Maurice J. Walsh Ltd., Toronto (Bluebird Diamonds), Sunday transcription series starting March 5, thru MacLaren Adv. Co. Ltd., Toronto; Imperial Optical Ltd., Toronto (chain wholesale optical supplies), *How We See* series starting Feb. 19, thru Associated Broadcasting Co., Toronto; Connors Bros. Ltd., Black's Harbor, N. B. (canned sea food), Sunday sea stories starting Feb. 11, thru E. W. Reynolds & Co., Toronto.

BENJAMIN MOORE & Co. Ltd., Toronto (paints) has started a transcribed series of five-minute talks on interior decorating once a week on 17 western Canadian stations and CBL, Toronto. E. W. Reynolds & Co., Toronto, placed the account.

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) on Feb. 15 started six weekly transcribed spot announcements on CFCN, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta; CJOC, Lethbridge, Alta; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.; CKX, Brandon, Man.; CFAR, Flin Flon, Man. Clark Locke Ltd., Toronto, placed the account.

FOSTER-MILBURN Co., Buffalo, which is running a series of weekly spot announcements for Doan's Pills on several stations, recently added WIRE, Indianapolis, and WWL, New Orleans. Account is placed through Spot Broadcasting, New York, while Street & Finney, New York, is the agency in charge.

COLONIAL DAMES Corp., Los Angeles (cosmetics), once a heavy user of radio, in a Southern California test is using thrice weekly participations in *Woman's Forum* on KNX and in the *Bridge Club* and *Ann Warner's Chats With Her Neighbors* on KFI. Glasser Adv. Agency, Los Angeles, has account.

GEORGE ABBOTT, theatrical producer, used 30 announcements during the after-midnight *Milkman's Matinee* period on WNEW, New York, to advertise his current Broadway attractions, placing direct.

OFF TO a flying start Feb. 22 was the new *Rural Crime Reporter* sponsored on WLS, Chicago, by International Harvester Co., Chicago. The half-hour weekly program, booked for 13 weeks through Aubrey, Moore & Wallace, Chicago, deals with cases taken from files of the Prairie Farmer's Protective Union. C. R. Morrison (center) International sales vice-president, spoke on the opening program and he was congratulated by Bill Cline (left), WLS sales manager, and Harold Safford, program director.

PROCTER & GAMBLE, Cincinnati (Dreft), on Feb. 27 renewed its *Kitty Keene Inc.* disc series for 52 weeks on WBBM, Chicago. The program is live on NBC. Agency is Blackett-Sample-Hummert, Chicago.

BADGER PAINT STORES, Wisconsin paint products chain, will sponsor *Heine & His Grenadiers* for 13 weeks on WTMJ, Milwaukee, starting March 3.

IMPERIAL VARNISH & COLOR Ltd., Toronto, on April 17 starts 15-minute transcribed variety show, three weekly, on CKLW, Windsor, Ont.; CBO, Ottawa; CFRB, Toronto; CKPR, Fort Williams, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CKY, Winnipeg. Norris-Patterson, Toronto, placed the account.

LIQUID VENEER Corp., Buffalo (polish) has started a four-daily dramatized spot announcement campaign in Canada on CKOC, Hamilton, Ont. Ellis Adv. Co., Toronto, placed the account.

SNAP Co., Montreal (cleanser), on Feb. 28 started two weekly transcriptions of *House of Dreams* on CFCF, Montreal; CFRB, Toronto; CKWX, Vancouver. Transcription was sold by All-Canada Radio Facilities, Montreal. A. McKim Ltd., Montreal, placed the account.

SEARS, ROEBUCK & Co. has renewed on KGNF, North Platte, Neb. for six months *Grandma Travels*, serial featuring a cheery old lady who makes the rounds of Nebraska and surrounding States.

MITCHELL FINANCE Corp., Los Angeles (loans), heavy user of Southern California radio, has started sponsoring the twice-weekly quarter-hour evening *Clipper Revue* on KHJ, that city. Contract is for 52 weeks. On Feb. 22 the firm started for 13 weeks, *The Witch's Tale* on KFI, that city, as a weekly late evening show.

America's 4th Market

KEHE

780 Kc

is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

AGENCY Appointments

LEHN & FINK PRODUCTS Co., New York (Lysol, Hinds Honey & Almond Cream in Canada), to Lord & Thomas of Canada, Toronto.

NATIONAL Trailways System, Chicago, to Needham, Louis & Brorby, Inc., that city. Radio may be used in a campaign of 37 bus lines slanted for travelers to and from the Fairs.

LOS ANGELES SAUSAGE Co., Los Angeles (Best-Ever meat products), to Darwin H. Clark Adv., Los Angeles. Radio is planned for the future.

ARMAND Co., Des Moines, Ia. (blended face cream), to John H. Dunham Co., Chicago. Radio will be used.

PATHE RADIO & TELEVISION Corp., Chicago, to W. K. Cochrane Adv. Agency, Chicago.

ARMAND Co., Des Moines (cosmetics), to John H. Dunham Co., Chicago.

ANGLO-American Perfections Inc., Los Angeles (Maltlifters candy), to Hugo Scheibner, Inc., Los Angeles.

WORLD IMPORTERS, Seattle, to Moe Wilkins & Cole, Seattle.

LOFT Inc., Long Island City, N. Y. (candy), to Kelly, Nason & Winston, N. Y.

HELENA RUBINSTEIN Inc., New York (cosmetics), to Wesley Associates, New York.

ROUGH RIDER MFG. Co., Napa, Cal. (clothing) to Emil Brisacher & Staff, San Francisco.

Gypsum Account

GYPSUM, LIME & ALABASTINE of Canada, Toronto, will start a six-weekly transcribed dramatic spot announcement campaign on 30 Canadian stations from coast to coast, stations starting at various times between March 1 and April 15, to run until June 15. Recordings were made by Associated Broadcasting Co., Toronto. Account was placed by McConnell Eastman & Co., Toronto.

"PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

It's a Circle—
But Not So Vicious!

It's a circle all right! We sell Cincinnati WSAI—so we can sell you WSAI—so you can sell Cincinnati. And it works out very nicely for all concerned.

This year we're really going into this local promotion business. We're telling 400,000 people through double size car-cards every day, 50,000 people through movie trailers, and 42,000 people through posters. That's a total of almost 500,000 Cincinnatians told daily about commercial and sustaining programs on WSAI!

So why not find out how easy it is to get into this happy circle?

REACH ALL WHO BUY
WITH WSAI
CINCINNATI'S OWN STATION

A CORRECTION

●

In an advertisement appearing on page 249 of the BROADCASTING YEAR BOOK it was stated that WSJS was "placing 90% of the 'National Spot' business in this rich and productive market." This statement was questioned by WAIR.

A study was made to determine the correct percentage of National Spot business being placed by these two Winston-Salem stations. It was learned that WSJS is placing 23.8% of this business instead of 90% as claimed, and that WAIR is placing 76.2% instead of 10% as indicated in the WSJS statement. These percentages are for current business and are based on the latest figures made available by WSJS, those for December, 1938.

We wish to thank the management of WSJS for making their books available to us so that a correct statement of the National spot business being placed in Winston-Salem could be published.

Radio Station WAIR

Winston-Salem

North Carolina

February 18, 1939

TRANSCRIPTIONS

ASSOCIATED RECORDED PROGRAM Service has completed a new transcription series of Edwin Franko Goldman and his band, including two compositions written for the Golden Gate International Exposition by Dr. Goldman. AMP recently was advised by Harris D. H. Connick, chief director of the Exposition, that the Associated library has been designated the official electrically transcribed library to be used during the fair.

LATIN-AMERICAN ADV. Co. has been organized in Hollywood by Fred Vignati, with headquarters at 2217 Canyon Drive. Besides representing South American radio stations, firm is producing transcribed programs in Spanish for American sponsors. Concern is now cutting a series of quarter-hour dramatic programs, *Mutiny on the Bounty* and *Mary Queen of Scots*, at C. P. MacGregor, Hollywood transcription company, for South American distribution.

JACK SLATTER, sales manager of Dominion Broadcasting Co., Toronto, Canada, was in Hollywood during early February to attend the funeral of his mother, Mrs. Alice Slatter, of Inglewood, Cal.

C. LLOYD EGNER, manager of NBC's electrical transcription division, left New York Feb. 27 for Palm Beach, where he will spend several weeks vacationing.

ASSOCIATED Music Publishers is releasing soon a series of 16 transcriptions by Horace Heidt and his musical organization, including vocalists and glee club, according to M. E. Tompkins, AMP president.

Radio Transcription Co. Closes Chicago Offices

RADIO TRANSCRIPTION Co. of America has closed its Chicago offices and will direct all activity from Hollywood headquarters at 1651 Cosmo St. G. Y. Clement, stockholder and board member, who took over management of the firm upon death of Charles C. Pyle, president, in early February, will continue in charge of operations until board of directors meet. Mr. Clement stated there would be no change in company policy. Sales representation in various parts of the country will remain the same and production schedule is to continue as before, with eight shows issued weekly. Miss E. L. Donnan, who formerly headed the Chicago offices, is being transferred to Hollywood.

King Heads Disc Group

GERALD KING, president of Standard Radio, was elected president of Association of Radio Transcription Producers of Hollywood at a special board meeting on Feb. 7, succeeding the late Charles C. Pyle. Mr. King was formerly vice-president. C. P. MacGregor, head of C. P. MacGregor Co., was elevated from treasurer to vice-president. R. E. (Joe) Messer was named treasurer. He is general manager of Raymond R. Morgan Co. R. U. McIntosh, president of R. U. McIntosh & Associates, North Hollywood producers, continues as secretary. The association will hold its annual election in late April upon return of Mr. King from Washington, where he is attending the FCC hearings.

Empire Appoints Podeyn To Boost Monitrol Sales

APPOINTMENT of George J. Podeyn as vice-president in charge of sales and promotion of the Empire Broadcasting Corp., New York, has been announced by Gerald A. Kelleher, president of the transcription firm. Recently with World Broadcasting System, Mr. Podeyn is a veteran with more than 15 years in radio, as sales manager of NBC, NBC Pacific Coast manager and with BBDO.

Mr. Podeyn

Chief of Mr. Podeyn's duties in his new post will be the promotion of Monitrol, a new method of transcribing radio programs developed by Eugene L. Bresson, vice-president and manager of Empire. The Monitrol system includes automatic peak level control, automatic monitoring, automatic equalization and aural turntable speed indicator, which are said to insure quality of reproduction of transcriptions.

Would Reorganize Atlas

THREE Los Angeles creditors of Atlas Radio Corp., transcription concern, have petitioned the Federal court in that city for reorganization of the corporation under bankruptcy laws. Move was made, according to the petition, to conserve assets of the firm. It was stated that otherwise creditors would have slight chance of collecting under liquidation at present time. Petition stated Atlas Radio Corp. has liabilities totaling $32,257.05. Capital stock consists of 600 shares of preferred at $100 and 150 shares of common at $100 each. The Federal court had issued a temporary restraining order returnable on Feb. 27, preventing further action at present in two Los Angeles Superior Court suits until reorganization plan is set up. Creditors bringing action and sums owed them are Radio Recorders Inc., $1,156.21; Fidelity Securities Corp., $3,182; Cinema Mercantile Co., $3,041.18.

HEARING on the application of WHA, University of Wisconsin station at Madison, for the facilities of WMAQ, NBC-owned clear channel outlet in Chicago, has been postponed from Feb. 28 to May 1. WMAQ operates with 50,000 watts on 670 kc. WHA is assigned to daytime operation on 940 kc., with 5,000 watts.

WTAG

WORCESTER, MASS.

580 Kilocycles hold the day round attention of 600,000 New Englanders

NBC BASIC RED NETWORK

WEED and CO.

National Representative

in the CONTROL ROOM

R. C. STINSON, chief engineer of WFAA-WBAP, Dallas-Fort Worth, has been appointed engineering supervisor of KGKO, Fort Worth, adding that to his present duties. He takes over the post of C. B. Locke, who resigned as chief engineer of KGKO in February to become general manager of KFDM, Beaumont, Tex.

JULIUS C. VESSELS has been named chief engineer of WDOD, Chattanooga, succeeding James R. Donovan, who left to join WTOC, Savannah, Ga.

GORDON STRANG, NBC New York construction engineer, who supervised erection of the network's Hollywood Radio City structure, has returned to his headquarters after a year on the Coast.

BRUCE GEDDES, son of Bond Geddes, executive vice-president of RMA, has been transferred from the program department to the engineering staff of WJSV, Washington.

RAY BIERMAN, studio engineer of NBC central division, appeared on Don McNeill's *Breakfast Club* Feb. 14 to describe for listeners the duties of the technical staff in broadcasting.

PAUL J. HITCHEN, transmitter operator of WSAR, Fall River, Mass., is the father of a boy born recently.

JULIAN BISHOP, transmitter operator of KFRO, Longview, Tex., recently married Margaret Ferguson.

R. D. HIGGS, control room engineer of WHIO, Dayton, was married Feb. 18. Carl Kessler, also a control engineer, is to marry Murial Jaspers of the WHIO accounting department early in the summer.

ALFRED JORDA, formerly of WHOM, Jersey City, has joined the engineering staff of WOR, Newark. He is succeeded at WHOM by Ted Gempp, formerly of WFAB, New York.

WILLIAM FAIRCLOUD, of the engineering staff of WHOM, Jersey City, is the father of a boy born recently.

HAROLD CHAMPLAIN, formerly of KOIL, Omaha, and Harold Cook and Charles Pfieffer, new to radio, have joined the engineering staff of KMA, Shenandoah, Ia.

LESTER HARLOW, chief engineer of KBIX, Muskogee, Okla., is the father of a girl born in February.

STANLEY MILLER, technician of KORE, Eugene, Ore., is the father of a girl born recently.

JOHN J. KULIK, relief supervisor of the NBC master control board, and Theodore Kruse, of the NBC engineering maintenance department, recently celebrated their tenth anniversaries with the network.

HENRY MAGINNI has joined the technical staff of KGVO, Missoula, Mont., as assistant engineer, replacing Carl Johnson.

BOB RAY, studio engineer of WNAX, Yankton, S. D., is the father of a boy born Feb. 13.

DONALD GUMPERTZ, formerly of KDB, Santa Barbara, has joined the technical staff of KRE, Berkeley, Cal.

CHARLES EERBLAND, formerly of Canton, O., has joined KIUN, Pecos, Tex., as announcer and part-time engineer. Thomas W. Hubbard, chief engineer, and Grady Cotten, assistant, are taking microphone tricks.

A RECORD for changing a water-cooled power amplifier tube at the transmitter of WABC, New York, is claimed for Engineers Jack Tiffany and Oswald [illegible] who did the job in one minute [illegible] in competition with another group of station technicians.

To The Rescue

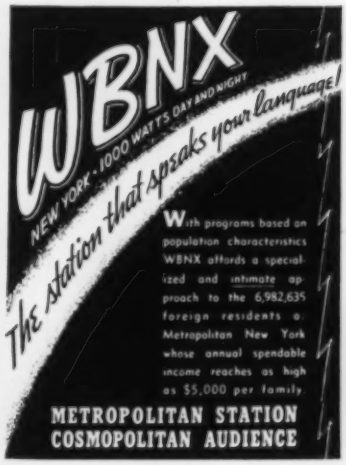
CLYDE H. BOND, of the staff of Glenn D. Gillett, Washington consulting engineer, while making a survey for KFH, Wichita, in mid-February, picked up a farmer by the side of a Kansas road who had fallen off a horse and suffered a compound fracture below the knee. He immobilized the fracture with a stiffening splint from a fence-post and some equipment straps, calling on his Navy experience. Then he took the man to the nearest hospital about 50 miles away.

FORSEEING television as a new field for motion pictures that will create a vast new audience for industrial and commercial films, Audio Productions has announced that its technical staff and Long Island City studios are now prepared to handle films for this new medium.

South Carolina Prevents Record Fee Collections

SOUTH CAROLINA on Feb. 17 became the first State to adopt a law preventing collection of license fees on performance of phonograph records or transcriptions. Governor Maybank on Feb. 17 signed the bill which previously had passed both houses of the Legislature, abrogating all common law rights to restrict or to collect royalties on the commercial use made of recorded performances on phonograph records or transcriptions. The effect is to prevent imposition of restrictions on payment of license fees as has been demanded by such organizations as the National Association of Performing Artists, which has laid claim to the artistic rights of recording artists in their recordings.

CBS has applied to the FCC for authority to transmit its programs via shortwave to CMCK, Havana, and to "other points throughout the U. S. where licensee maintains studios."

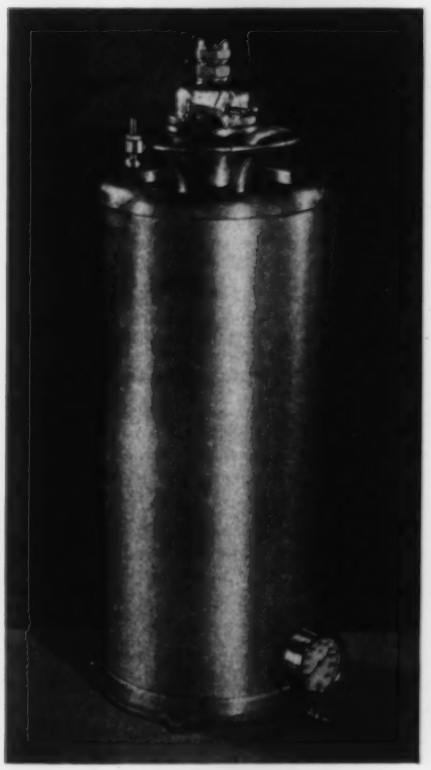

WBNX
NEW YORK · 1000 WATTS DAY AND NIGHT
The station that speaks your language!
With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

NEW!

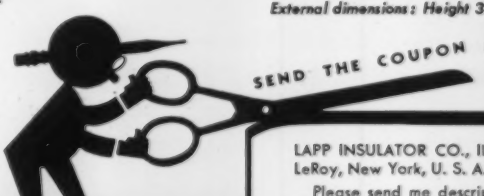
GAS-FILLED CONDENSER By LAPP

SOUND MECHANICAL CONSTRUCTION
WIDE RANGE OF SIZES
ZERO LOSS
NO CHANGE WITH TEMPERATURE
MINIMUM SPACE REQUIREMENT
PUNCTURE-PROOF

Filling a need long unanswered in radio transmission, this Lapp gas-filled condenser is a unit designed along entirely new mechanical principles, which provides a new degree of operating security. Rigid mechanical construction, heavy plates, self-sealing gaskets make it a truly trouble-free unit. It provides maximum capacity for given external dimensions. A wide range of sizes provides a unit for almost every application in your transmitter—there are 54 models, including 3 types, fixed, adjustable and variable, for 3 voltage ratings and capacitance ratings 100 to 2000 mmf. Prices range from $140 to $500. Complete descriptive data is yours for the asking. Send the coupon!



Lapp variable condenser Y150V15
100 amp., 15KV (carrier RMS, 100% modulation)
Capacitance 600-1500 mmf.
External dimensions: Height 34", diameter, 11".



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LAPP INSULATOR CO. . .
LE ROY, NEW YORK, U. S. A.

LAPP INSULATOR CO., INC.
LeRoy, New York, U. S. A. B

Please send me descriptive folder on Lapp gas-filled condensers for broadcast and radio frequency use.

Name .....

Station ..... Street .....

City ..... State .....

Merchandising & Promotion

Clips From Film—Birthday Tributes—Fu's Perfume—Cereal Awards—Window Looker-Inners

A NEW 48-page cook booklet featuring 147 of Kate Smith's favorite recipes for baking cakes and pastries is now being offered by General Foods Corp. on its CBS program featuring the popular songstress, for Swansdown Cake Flour and Calumet Baking Powder. Listeners get copies by sending in six cents in stamps to cover postage and handling. More than 100,000 requests for copies were received within two weeks, the sponsor reports.

* * *

Participator Displays

UNIVERSAL RADIO PROGRAMS, New York, recently signed four stations to its daily participating woman's show *Over the Backyard Fence* and is supplying the stations with its merchandising cards to be placed in sponsors' store windows giving the hour, date and features of the program. Stations are KYSM, Mankato, Minn.; KFJZ, Fort Worth; WJBC, Bloomington, Ill.; and CKPR, Port Arthur, Ontario.

* * *

KSFO Displays in Stores

KSFO, San Francisco, has installed merchandising displays in three of San Francisco's largest stores. A window display featuring pictures of KSFO and CBS artists is in one of the stores. In the background is a model of KSFO's new $150,000 transmitter. The radio departments of the other two stores have permanent displays of KSFO pictures in their radio sales rooms.

* * *

WWVA Highjinks

TO TEST and build up interest in its *Jamboree* program, WWVA, Wheeling, offers memberships, complete with card, in the WWVA Jamboree Whooper-Uppers Club to listeners. The original membership offer of Dec. 24 was followed within three weeks by applications from 45 States, the District of Columbia, and seven Canadian provinces.

* * *

Trailers for Mailers

ELLIS VANDERPYL, promotion director of WGAR, Cleveland, has originated a use for movie trailers placed by WGAR in a local theater. After the trailer's run of one week, VanderPyl snips the film into frames, attaches a frame to a letter to the trade calling attention to local merchandising with theaters.

* * *

New Brochures

KGU, Honolulu — Eight-page brochure on white paper promoting the Hawaiian market.

KFI, Los Angeles—*How KFI's Market Basket Survey Was Conducted*, showing findings of consumer survey.

KVOE, Santa Ana, Cal.—Brochure showing market data.

KDAL, Duluth—Prescription-style notice of new program; post-card notice of program and contest; list of advertisers.

WCCO, Minneapolis — Pictorial brochure, *A Day Behind the Dial With WCCO*.

Wheeling History

WHEELING STEEL Co., Wheeling, has issued "Listen to the Mill Whistle", an eight-page booklet promoting its original *Employe Family* variety program, broadcast Sundays on 25 MBS stations. Filled with illustrations of the varied talent used on the program, such as the well-known Steele Sisters, the "Old Timer" John Winchell, and songstress Dorothy Anne Crow, the booklet tells how the program has made industrial advertising history with its audience of steel families in the studio of WWVA in Wheeling, listening to the amateur talent recruited from the vast army of 25,000 Wheeling steel workers.

* * *

New Haven's News

IN CONNECTION with its sponsorship of daily broadcast of *Boston Herald-Traveler* news at 6 p. m. on WEEI, Boston, the New York, New Haven & Hartford R.R. has placed striking 2 x 4 foot posters in all its stations and trains calling attention to its *News Express*.

* * *

Texas Birthdays

COMPILING a list of the birthdays of several thousand leading East Texas citizens, KFRO, Longview, Texas, is sending out postcards a few days in advance bearing congratulations and "KFRO will salute you on your birthday. Listen at 7:30 a. m. on your birthday".

* * *

Dayton Photos

TO BOLSTER its contacts with both wholesale and retail trade, WHIO, Dayton, in cooperation with a committee of retail grocers and druggists, has developed a pair of monthly publications presenting pictures of stars on programs whose sponsors are in the grocery and drug fields.

* * *

More in Highlights

WTAR, Norfolk, Va., is brightening its program highlight periods twice a day by preparing special resumes carrying information on musical selections, dramatic fare and even references to plot development of serials.

Intense for Incense

OFFER of fortune-telling incense, broadcast during the closing commercial of *The Shadow of Fu Manchu* on Sunday, Feb. 12, at the end of the program's third week on WBAX, Wilkes-Barre, Pa., brought so many people into the showrooms of the serial's sponsors, Ward & Weiner, regional Plymouth and De Soto dealers, that their supply of incense was exhausted by Monday afternoon, according to Harry Thomas, commercial manager.

* * *

Classified Ads

KTFI, Twin Falls, Idaho, has started the *KTFI Trading Post*, a five-minute daily program for small-budget advertisers of the type using newspaper classified columns. Announcements are charged by the word, payable in advance. Trumpet flare, roosters crowing and a wake-up announcement introduce the program. A background of crowd noises is subdued during announcements.

* * *

Pine Ridge Degrees

HONORARY degrees of all sorts are being awarded by Lum & Abner, radio duo, on a barnstorming tour that has taken them to many cities. Among stations broadcasting ceremonials are WHAS, Louisville; WCCO, Minneapolis; KOMA, Oklahoma City. The Pine Ridge comedians are sponsored on CBS by General Foods, New York. Young & Rubicam is agency.

* * *

Spoons From Betty Lou

QUAKER OATS Co., Chicago, is offering souvenir teaspoons with Betty Lou handles to listeners on its *Quaker Party* Saturday night broadcasts on NBC, in exchange for the label from a package of Quaker or Mothers Oats and ten cents. Ruthrauff & Ryan, Chicago, is the agency.

* * *

Book About Serial

A 136-page book called *The Guiding Light*, by Dr. John Ruthledge, is offered on the NBC serial of that name for three wrappers from P & G White Naptha soap and a quarter. Bound in light brown fabric, the book tells the story of the characters in the NBC drama.

* * *

Malt-O-Meal Dictionary

CAMPBELL CEREAL Co. is offering a 192-page dictionary in exchange for a dime and one Malt-O-Meal box top on its quarter-hour disc show in Swedish dialect titled *Tina & Tim*. The thrice-weekly serial is aired on 16 stations.

GOLDFISH BOWL for the newscasters of WBAL, Baltimore, during the week of Feb. 20 was the window of a downtown department store, where Announcer Fred Tample is shown doing his stint over station as loud speakers carried the broadcasts to sidewalk crowds. All newscasts from 9 a. m. to 9 p. m. were broadcast from the show window studio, in which both UP and INS teletype machines were installed along with displays and other paraphernalia of the station's regular news room.

MEMORY BASEBALL

Now in Its Fifth Year as a KWKH Feature

"Memory Baseball" Scorecard

"WE ARE speaking to you from the KWKH playing field of Loreco Memory Baseball, in Shreveport, La."

The umpire calls "Play ball", and each week two teams of seven players compete with questions and answers of practical knowledge and general information, in a routine in which correct answers are credited as "hits" and incorrect answers as "outs". The purpose of the game is to score runs through a succession of hits.

Memory Baseball is a copyrighted feature, and was the forerunner of the question and answer program craze involving competition in the studio. It is now in its fifth year and an excellent medium of good will for the Loreco dealers, distributors of Cities Service products in the Shreveport area, as well as a community service affording recreation for more than 100 local teams organized from every walk of life.

The secret of the success of *Memory Baseball* may be traced to the fact that it is ideally adapted to local station production, and its tie-in with the sport of baseball affords double competition—individual and team. Then, too, the audience, generally speaking, is acquainted and interested in both teams and players. The competition is conducted in a series of tournaments involving eight teams and running through a period of seven weeks each. Substantial awards are given the winner and runner-up of each tournament.

Those Who Gaze

FINDING that the majority of those who looked at window displays showing pictures of radio artists were women, Milton Samuel, press manager of NBC, San Francisco, decided to try pulling the male lookers with a display of transmitter tubes and photos of equipment. He put such a display in the window of the Citizens Federal Savings and Loan Association on Market Street. A check-up revealed that 99% of the window-gazers are men. The display stresses the power of KPO. The window display is right across the street from the Palace Hotel, which houses the KSFO and CBS studios.

* * *

Plug on Wax

WHN, New York, has just issued an eight-page promotion booklet, in the form of a victrola record, describing *Ed East's Houseparty*, a morning program for participating sponsors.

Campaign of CBS Is Awarded Honor

Three Agencies Are Cited in 1939 Advertising Citations

PHILIP M. THOMSON, director of public relations of Western Electric Co. and president of the Audit Bureau of Circulations, was awarded the gold medal for distinguished services to advertising in the annual 1938 advertising awards of *Advertising & Selling* made public Feb. 16. The silver medal award went to Harold B. Thomson, vice-president of the Centaur Co. and a director of the Association of National Advertisers.

CBS won honorable mention "for a campaign appearing in trade and professional publications which is distinguished for its technical excellence and ethical soundness." The citation reads as follows: "Objectives: To tell a rounded story of the significance of radio and CBS to the advertising world; to convey some of the important and exciting happenings in present-day radio. Appeals: Institutional—contributions to use of radio, and CBS activities; specific case histories showing effectiveness of radio as an advertising medium."

The CBS ads cited, all of which appeared in BROADCASTING, were prepared under the direction of Victor Ratner, the network's sales promotion director.

In the radio awards category, one of the five sections, three agencies were named "for contribution to the effective use of radio in advertising." A medal award went to John U. Reber, vice-president in charge of radio of J. Walter Thompson Co., for service that "has added to the knowledge and technique of radio advertising."

Award to BBDO

Batten, Barton, Durstine & Osborne was awarded the medal for "skill in program production" in recognition of its *March of Minnesota* series last winter over CBS, keyed from WCCO, Minneapolis. CBS selected for reproduction over the net Feb. 18, in connection with a broadcast of the awards, the Dec. 12, 1937, salute to Hibbing, Minn. Arthur Pryor Jr., BBDO vice-president, went to Minneapolis to supervise a reproduction of the broadcast over the network.

For individual excellence of commercial announcements, the medal award went to Marschalk & Pratt for *Esso Marketers* commercials.

NBC Packaged Programs

NBC Artists Service recently announced the creation of a new sales unit called Radio Features Division, which will offer a creative nationwide service, available to advertisers and agencies on all networks, under the supervision of William Hillpot. The idea is to enlist the production services of available script writers, directors, musicians, announcers and technicians and to present "packaged" programs on NBC stations in key cities for sustaining build-ups and to test audience reactions. The new division will draft "big name" talent from all branches of show business, and has already secured contracts for such headline artists as Hedda Hopper, Edward Everett Horton, George Kaufman, Victor Moore, Oscar Levant, and others.

Fur Auction Hookup

WSAU, Wausau, Wis., keyed a special hookup of Northwestern stations Feb. 6-9 during the annual $2,000,000 fur auction from the Fromm Brothers Fur Ranch at Hamburg, Wis., 20 miles away, the largest private offering of pelts ever made in this country. Manager Wayne W. Cribb, Producer J. W. Killeen and Engineer Lawrence Umnus handled the broadcasts which were carried by WTAQ, Green Bay; WIBU, Poynette; KFIZ, Fond du Lac; WHBL, Sheboygan, all in Wisconsin; WCCO, Minneapolis; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, all in Minnesota; WJMS, Ironwood, Mich.

Frigidaire to Use 46

FRIGIDAIRE DIVISION, General Motor Sales Corp., Dayton, O., will start a series of one-minute spot announcements on 46 stations early in March. Lord & Thomas, Chicago, is agency.

Sans Blurbs

NEITHER commercials nor firm name are included in the *Olympic Opportunity Hour*, job-hunter program, sponsored a half-hour weekly on KVI, Tacoma, Wash. Sponsor is the Olympic Dairy, which carries the program as a community service.

Spots for Water Heater

DAY & NIGHT WATER HEATER Co., Monrovia, Cal., (heaters), through Hixson-O'Donnell Adv., Los Angeles, on March 13 starts for 13 weeks daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm also participates daily in the KTBS, Shreveport, La. news broadcasts and recently renewed for 52 weeks use of from one to six daily time signal announcements on KNX, KSFO, KMJ, KRLD, KPRC.

Novel Program Boosts St. Louis Downtown Day

ASSOCIATED RETAILERS of St. Louis on Feb. 24 sponsored a special program to promote Downtown Day, celebrated on Feb. 25 as the biggest department store sales day of the year, on five stations. The broadcast, featuring natives of St. Louis who have become famous in various lines in New York, originated in the studios of WABC, New York. and was sent direct to KMOX, CBS outlet in St. Louis, and from there to KSD, KXOK and WTMV.

Talent heard on the program included: Fannie Hurst, novelist; Ruby Mercer, singer; Vincent Price, actor; Ted Straeter of Kate Smith's program; Kay Thompson of the Ethyl Gas program; Harry Babbitt of Kay Kyser's Lucky Strike program; Gustave Haenschen, orchestra leader. Woody Klose acted as m.c., and short addresses were made by Mayor LaGuardia of New York and Mayor Dickmann of St. Louis.

FULL TIME FOREIGN LANGUAGE PROGRAM IN NEW YORK AREA
WHOM
JOS. LANG MGR.
THIS COSMOPOLITAN NEW YORK MARKET
The 6,900,000 people in New York itself may be roughly divided into thirds: one-third foreign-born, one-third their families and one-third two or more generations removed from their immigrant forebears. It is true that practically the entire population can speak English. But suppose you moved to Paris, and found your radio set would bring in clearly ten stations with all-French programs and one with a good share of American programs; to WHOM would you listen? (Yes, that's what these four groups do in New York—listen to WHOM.)
"No single advertising medium has ever offered the appeal and persuasion of WHOM in reaching the five million people of these four racial groups. With news, drama, immigration information, opera and complete programs in Italian, German, Polish and Yiddish, WHOM offers 'A Fair World in Itself'."
New Lehigh 400 ft. antenna in operation since Nov. 15, 1938—increasing advertisers coverage 35% at no advance in rates.
A FAIR WORLD IN ITSELF
5,000,000 POTENTIAL AUDIENCE

Agencies

JOINT offices were opened recently in the Castle & Cooke Bldg., Honolulu, by Bowman-Holst-Macfarlane-Richardson Ltd., advertising agency, and Pan Pacific Press, affiliated for the last two years. Both organizations are affiliated with Bowman-Deute-Cummings, agency with headquarters in San Francisco. Secretary of the Honolulu agency is George B. Richardson, formerly vice-president of the San Francisco agency. Radio production is under the supervision of Kenneth B. Carney, formerly program director of NBC in San Francisco.

BILL STUART has been named by Young & Rubicam as producer of the CBS *Lum & Abner* program, sponsored by General Foods Corp. (Postum). He also continues as West Coast publicity director and assistant to Glenhall Taylor, producer of *Silver Theatre*, sponsored by International Silver Co. on CBS. Murray Bolen relinquished the *Lum & Abner* post to concentrate on NBC *Jack Benny Show*.

A. C. NIELSEN, president of A. C. Nielsen Co., Chicago market research firm, is expected to return from a European vacation about April 1.

T. H. LORITZ, formerly in agencies in Chicago and on the West Coast, has announced the opening Feb. 15 of T. H. Loritz & Associates, radio advertising and marketing counsellors, in Corpus Christi, Tex. Associated with him are T. H. Putnam, in charge of marketing; Jack Sharpe, business showmanship; Eddie Cope, public relations, and Collier Mize, research.

"Hello, George Durham" (Morse Interna'l, Inc.)

Did You say MARKET?

But you didn't know that "PEORIAREA" has a population almost THREE times as great as ALL of Wyoming! A "cream" market, too, including the richest county in Illinois. You can cover PEORIAREA with ONE station—WMBD.

Free & Peters, Inc. Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA

MEMBER CBS NETWORK

McKee Named Head

HOMER McKEE, veteran Chicago advertising man, has been named manager of the Chicago office of Erwin, Wasey & Co. Mr. McKee joined Erwin, Wasey about a year ago, having headed his own firm, Homer McKee & Co., since 1917. Roger M. Combs, former sales promotion manager for American Airlines, Chicago, has joined Erwin, Wasey & Co., that city, as account executive of the Air Transport Assn. of America, which will soon launch a cooperative campaign to promote air travel. W. L. Marshall has gone to Chicago from the New York office of Erwin, Wasey to assist Mr. McKee. Plans for the $300,000 Air Transport Assn. campaign are tentative, and the amount of the appropriation apportioned to radio has not been decided.

BARTON A. STEBBINS Adv. Agency, Los Angeles, has added three new account executives, John L. Rogers, William Arnold and Harold H. Patterson, to its staff. Rogers is a copywriter and account executive of 20 years experience, having been associated with Pedlar & Ryan, H. W. Kastor & Sons, Charles Daniel Frey Co., and Donohue & Coe. Arnold was formerly on the staff of Ruthrauff & Ryan Inc., and J. Sterling Getchell Inc. Patterson formerly was advertising manager of Forest Lawn Memorial Park Assn., Glendale, Cal., and prior to that associated with California Walnut Growers Assn., Los Angeles.

HARRY S. GOODMAN ADV. Agency, New York, within the next 30 days will move to larger offices at 19 East 53d St.

COMDR. A. W. SCOTT, radio production manager of Rufus Rhoades & Co., San Francisco, is the father of a girl born Feb. 12.

RICHARD T. CLARKE Co., Beverly Hills, Cal., is the new name of the former Howard W. Newton Co., 9533 Brighton Way. Richard T. Clarke, a major partner in the firm since November, 1937, now assumes full ownership, with company policy remaining unchanged.

I. J. WAGNER, radio producer of Schwimmer & Scott, Chicago agency, is convalescing in the Grant Hospital, that city, following an abdominal operation Feb. 11.

FUN FOR HOUSEWIVES...

If you want to know what your wife does between 10:30 and 11 each morning, she's probably listening to ED EAST'S "HOUSE PARTY" on WHN...a sales-producing showmanship program by Ed East of "Sisters of the Skillet" fame, replete with popular recordings, swingy piano-playing, chatter, give-aways, and so on...Wire or call us NOW about a participating sponsorship.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

WITH reorganization, Howard W. Newton Co., Beverly Hills, Cal. advertising agency, is now known as Richard T. Clarke Co. Mr. Clarke, a major partner since Nov. 1937, heads the new firm. Kenneth M. Miles, founder of *Beverly Hills Citizen* and formerly president of Tarr & Miles, Los Angeles agency, is vice-president. Howard W. Newton relinquished his interest in the concern and is now assistant copy director of J. M. Mathes Inc., New York. Mr. Clarke directs radio activities. Tarr & Miles will continue to operate at 1151 S. Broadway, Los Angeles, according to Cedric Tarr, general manager and radio director.

LYNN B. CLARKE has resigned from Kenyon & Eckhardt, New York, effective March 1, to accept a position as executive assistant to the president of Donahue & Coe, New York.

DON L. DAVIS, with KDKA, Pittsburgh, in the early days of radio and more recently a writer of shows for WJJD, Chicago, has been named radio director of Jewell F. Stevens Co., Chicago.

HARRY J. WINSTEN has resigned from Lennen & Mitchell and is currently vacationing in Florida.

LOUIS TAPPE, formerly continuity editor of WINS, New York, has joined Weill & Wilkins, New York, as copy and production chief.

C. LAWTON CAMPBELL, Ruthrauff & Ryan, New York, vice-president in charge of radio, was in Hollywood during mid-February to confer with Tiny Ruffner, West Coast manager.

TRELL YOCUM, manager of the new business department of Young & Rubicam, New York, will become executive vice-president and director of Compton Adv., New York, on April 15.

STUART HARDING, formerly with The Emporium, San Francisco department store, has joined the production department of Leon Livingston Adv. Agency, San Francisco.

TOM REVERE, Benton & Bowles, New York, vice-president in charge of radio, arrived in Hollywood Feb. 20 for several weeks.

WALTER JOHNSON, Pacific Coast radio director of Music Corp. of America, Hollywood, is in New York to sign talent for summer network programs.

JAMES L. SAPHIER, New York and Hollywood talent agent, has turned over his business and contract artists to Music Corp. of America, joining that organization March 1. Under the deal he handles radio talent sales for MCA. He retains, however, management of Bob Hope, sponsored by Pepsodent Co. on NBC. Saphier will be headquartered in Hollywood.

EMORY ECKLEY has discontinued his Hollywood talent agency and joined Conlon-Armstrong Inc., that city, as head of its radio department.

HUGO SCHEIBNER Inc., Los Angeles, has moved to larger quarters in the Board of Trade Bldg. Edwin C. Klein and Meyer Skoss have joined the agency as account executive and advertising director, respectively.

NEEDHAM, LOUIS & BRORBY has established its West Coast offices at 1680 N. Vine St., Hollywood. Cecil Underwood, producer of the NBC *Fibber McGee & Co.* program, is in charge.

ALLIED ADV. AGENCIES, Los Angeles, has moved to larger offices at 4354 W. Third St., that city.

RICHARD N. HEATH, formerly vice-president of Leo Burnett Co., Chicago, has joined Maxon Inc., Detroit.

BURNS LEA, Hollywood publicity director of Benton & Bowles Inc., has announced his engagement to Pauline Slocum. Wedding is scheduled for late June.

ALEX KEMPNER Inc., Hollywood talent agency, has moved to new offices at 8611 Sunset Blvd.

Gardner Names Menser To Head Chicago Branch

C. L. MENSER has resigned as program manager of NBC-Chicago effective March 1, to open and become manager of a Chicago office for the Gardner Adv. Agency of New York and St. Louis. In addition to assuming full charge of the Gardner Chicago office, Mr. Menser will produce *The Inside Story*, sponsored by Ralston Purina, when it starts March 14 on 65 NBC-Blue stations. The address of the Chicago office has not been determined. Mr. Menser joined the production staff of NBC-New York in 1929. In 1930 he brought the *Victor* series to the air, the first program to present standard stage plays and to feature stage stars. In Chicago, he was responsible for the debut of *Vic & Sade*. On Jan. 1, 1939, Mr. Menser succeeded Sid Strotz, now acting manager of NBC-Chicago, as program manager. Mr. Menser holds degrees from Heidelberg and Michigan U. His successor at NBC-Chicago has not been named.

Mr. Menser

KRAFT-PHENIX CHEESE Corp., recently opened its new office building along the lake front in Chicago's Loop. Founded in 1904 by James L. Kraft, president, on a total capital of $60, Kraft-Phenix has been a consistent radio advertiser, and recently signed Bing Crosby to a 10-year contract.

AN $85,000 advertising campaign during 1939 has been planned by the Government of British Columbia to attract visitors attending the San Francisco Exposition. Agency is Stewart McIntosh Ltd., Vancouver.

T-W RADIO PRODUCTIONS, new New York firm, has announced the release of a new radio series, *White Banners*, adapted from the book and the motion picture of the same name. The script is being offered for $2,500 a week, to be heard five times weekly for 26 weeks.

ALLEN, HEATON & McDONALD Inc. is the new name of the former Douglass Allen & Leland Davis Inc., Cincinnati agency, with offices in the Enquirer Bldg.

SANFORD BARNETT, J. Walter Thompson Co. Hollywood writer and Roberta Black, United Air stewardess, are to be married March 10 in Salt Lake City.

JOHN BLACK, of J. M. Mathes Inc., New York agency, on March 6 will address the New York Advertising Club on "Television—The New Ad Medium".

KENNETH RING, formerly of the George H. Hartman Co., Chicago, has joined the radio department of John H. Dunham Co., Chicago.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Spadea Quits, Cartwright Takes Petry Detroit Post

WILLIAM H. CARTWRIGHT, for the last four months a member of the Chicago sales staff of Edward Petry & Co., has been appointed manager of the firm's Detroit office, succeeding Joseph Spadea who resigned to start his own station representative organization.

Mr. Cartwright

E. C. Wyatt, formerly commercial manager of KITE, Kansas City, has been named to the Chicago staff of the Petry company effective March 1 to replace Mr. Cartwright. Before joining Edward Petry & Co., Cartwright was Chicago manager of William G. Rambeau Co. He began his radio career in 1929 when he joined the McJunkin Adv. Co., Chicago, as research director and assistant director of radio. In 1931 he was named time buyer of the McJunkin agency, which position he held until 1933 when he joined the Rambeau organization.

NBC Executives on Tour

LENOX R. LOHR, NBC president, and Alfred H. Morton, vice-president in charge of NBC managed and operated stations, will meet in San Francisco March 2. Mr. Lohr, who left New York Feb. 26 and the following day stopped over in Chicago to address a meeting of department heads of the Commonwealth Edison Co., will proceed to Los Angeles for a week and then to Tucson, Ariz., where he will join his son for a mid-winter vacation, returning to New York about March 20. Morton, who is making his semi-annual visit to the network's M & O stations, began by speaking on "A Decade of Broadcasting" before the Cleveland Advertising Club on Feb. 15, spent the week of the 20th in Hollywood, and planned to be in San Francisco the following week, then continuing to Denver, Chicago and Pittsburgh, returning to New York late in March.

Quaker Spots in Canada

QUAKER OATS Co. Peterborough, Ont. (Quaker Flour) started February 13 a series of daily spot announcements, on CFCY, Charlottetown, P. E. I.; CHNS, Halifax; CJCB, Sydney, N. S.; CFNB, Fredericton, N. B.; CKCW, Moncton, N. B.; CJKL, Kirkland Lake, Ont.; CKX, Brandon, Man.; CKBI, Prince Albert, Sask.; CJRM, Regina; CFQC, Saskatoon, Sask.; CFCN, Calgary; CFRN, Edmonton; CFGP, Grande Prairie, Alberta; CKOV, Kelowna, B. C.; CJAT, Trail, B. C. Lord & Thomas, Toronto, placed the account.

PENDING removal of its equipment to the site of its new transmitter four miles east of Elgin, Ill., WGN, Chicago, has received authority from the FCC to use the old WENR-WLS transmitter at Downers Grove, Ill., from March 3 to April 1.

WALTER P. BURN, head of the research organization bearing his name and of the Burn-Smith station representative firm, is confined with a broken ankle.

WSPR, Springfield, Mass., has appointed George P. Hollingbery Co. as its representative, effective March 1.

An Agency Sponsors

ROWLAND BROILES Adv. Agency, Fort Worth, has taken a year's contract of Sunday quarter-hours over KGKO, Fort Worth, for a 2:30 p. m. program titled *Rowland Broiles — the Ad Man*, featuring transcribed music with talks about the Broiles Agency and facilities.

THE Department of Fisheries of the Canadian Government, Ottawa, started on Feb. 20 a Monday, Wednesday and Friday afternoon 15-minute musical show on the 34 stations of the CBC national network. The program originates at CBL, Toronto, the first commercial national network daylight live talent show to originate in Canada. Commercial announcements for the six Quebec stations will be keyed by CBF, Montreal. Campaign is for six weeks to March 31, placed by E. W. Reynolds & Co., Toronto.

Aurora Booking

AURORA LABORATORIES, Chicago (Clear-Again cold tablets), on Feb. 20 started George Fisher's *Hollywood Whispers* twice weekly quarter-hour show on the Don Lee Network and KFBK, Sacramento. On the same date twice daily minute spot announcements were begun on WBZ-WBZA, Boston; WLS and WGN, Chicago, and five weekly participations in *Make Believe Ballroom* on WCFL, Chicago. For the present, the firm has discontinued *Stella Unger* on its MBS network in the East. Erwin, Wasey & Co., Chicago, has the account.

Kerr Joins, Simonds Quits IRS

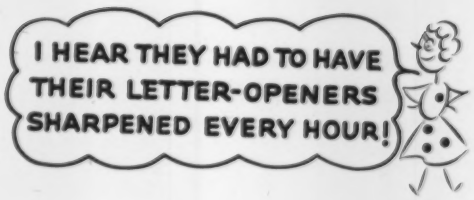
ALLAN KERR, well known in the station representation field, has joined the New York sales staff of International Radio Sales, Hearst-owned representative organization, effective Feb. 27. Lincoln Simonds resigned from IRS on the same date. Kerr was for several years associated with Free & Peters and has recently been with William G. Rambeau.

NEWSPAPER CHAIN WPAY HALF-OWNER

THAT WPAY, Portsmouth, O., is now 50% owned by the Brush-Moore Newspapers, publishers of a chain of Ohio dailies, including the *Portsmouth Times*, was disclosed in February with the issuance of its regular license renewal. The other 50% owner is Chester A. Thompson, Cleveland real estate and insurance man. The Brush-Moore Newspapers are understood to have purchased their interest from J. E. Henry of Detroit, and Mr. Thompson from M. F. Rubin of Cleveland.

The Brush-Moore Newspapers in March, 1938, acquired WHBC, Canton, O., for $21,000, after a 4 to 3 FCC decision which was regarded as a test of the Commission's attitude toward newspaper ownership [BROADCASTING, April 1, 1938]. In addition to the *Portsmouth Times*, the chain owns the *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* and *Salisbury* (Md.) *Times*.

MAIL SKYROCKETS AT CFRB! TORONTO



For over a month now the clerical staff at CFRB, Toronto, Ontario, has been taxed to the utmost. The reason? — a new audience participation program which is attracting phenomenal attention throughout CFRB's extensive coverage!

With absolutely no advance publicity, this half hour novelty program swept CFRB listeners off their feet from its very first broadcast! In response to the inaugural program 5,366 bona fide replies poured in from 344 centres, including many enthusiastic U. S. communities!

A deluge of 10,401 replies greeted the second program! Despite the fact that during the 3rd program the prize money, capable of accumulating from week to week, was all disbursed, in rolled 9,509 replies! Every week hits a new high . . . 17,681! . . . 22,919! (the latest returns!). No one can predict the limit! This tremendous, gratifying response to an unpretentious program proves beyond the shadow of a doubt that CFRB IS ONTARIO'S MOST POPULAR RADIO STATION!

Naturally such a successful program did not go long unsponsored. After the initial broadcast CFRB's lines were humming constantly with spirited bidding from prominent potential sponsors. As a result this program is now advertising a world-famous product! Merely another shrewd advertiser who knows that CFRB's inestimable audience goodwill can and will put dollars in his treasury! Write for complete details concerning the coverage of the most popular station in Canada's richest province—CFRB, Toronto, Ontario!

CFRB TORONTO

THE KEY TO ONTARIO SALES!

Advertising Representatives in U. S. A.
JOSEPH HERSHEY McGILLVRA

New York • Chicago • San Francisco
Los Angeles • Atlanta

Purely PROGRAMS

Worcester History

WITH QUESTIONS covering everything from ancient history to contemporary politics to test general knowledge of listeners, *Who, What & Why* has started on WTAG, Worcester, Mass. After each question, music is played to suggest the answer. Final question on the program is to be answered by listeners and mailed to studio, with the best answer read on the following week's program.

the CJBR Key to the Lower ST. LAWRENCE

14, 207 LETTERS

Program	No.	Letters
RIDDLE BOX	8	5280
REQUEST	225	8412
REGIONAL NEWS	5	515

Typical examples of CJBR listener response

CJBR
RIMOUSKI, QUEBEC
Affiliated with CBC
U. S. Representative:
JOSEPH HERSHEY McGILLVRA
1,000 Watts Full Time

FIRST of a series of programs described as "democracy propaganda" was inaugurated Feb. 12 on WMCA, New York, and was transmitted via W2XQP, WMCA's new shortwave station, to South America and Europe. Entitled *America Marches On*, this first group in the series, heard in 13-week cycles, dramatizes the infiltration of foreign doctrines in the United States. Originating on KFWB, Hollywood, the programs were heard on WMCA by special transcription from the coast. The second group in the series will be called *Salute to America*, and the third in the series now in production at WMCA, will be called *Persecution Must End* and will be presented in cooperation with various refugee groups.

* * *

A Theme a Day

CAMPBELL Feed & Fuel Co., Longview and Kelso, Wash., believing it is appealing to a limited audience by presenting hillbilly music daily, recently worked out a series of varied shows, to run seven days a week, with a different theme each day, over KWLK, Longview. One program features the week's five top tunes, selected by the listeners of the station's request programs. Another offers the melodies of Victor Herbert. Another local news items, and so on. Each program is in direct contrast to the one presented the previous day.

* * *

Test of Poetic Drama

TO EXPLORE the entertainment possibilities of poetic drama on the air, WQXR, New York, is presenting a new half-hour weekly program entitled *Poetic Justice*, with Emile Beliveau directing a group of professional actors in a series of poetic plays by noted poets.

Southwest Perspective

KGKO, Fort Worth, recently started its new *Texas Viewpoints* series with an informal ad lib dinner table discussion by Stanley W. Foran, Dallas advertising agency executive; F. A. Briggs, editor of *Farm & Ranch* magazine; John Erhard, assistant U. S. district attorney; J. B. Critz, general manager of the Dallas Chamber of Commerce, and Jack Keasler, KGKO merchandising manager. The program originates one evening weekly from the Dallas Athletic Club through KGKO's Dallas studios. Mr. Foran continues as moderator, with guests changing weekly.

* * *

Pedagogs on Parade

NEW QUIZ feature, *Oh Teacher!*, open to all grade school, high school, college and university students, is heard weekly on KPO, San Francisco, under sponsorship of Rough-Rider Mfg. Co. The weekly contests are built around the best queries submitted by students, with teachers meeting the question barrage. Students win prizes for questions that stump the teachers, who in turn are awarded bright red apples. Gene Clark, NBC interviewer, presides at the Friday afternoon shows.

* * *

Land of Liberty

IN TEMPO with the times, WSM, Nashville, has inaugurated a series titled *Our America*, featuring a 12-minute dramatization subtitled *Proudly We Hail* in which little known patriots and patriotic deeds from the dim past are given fresh radio enactment. Through its parent company, National Life & Accident Insurance Co., WSM offers any student or teacher a booklet containing the Constitution in its original form, and also in printed form.

NOVEL is the *International Host* program sponsored on WQAM, Miami, by Whittemore Bros. Corp., Cambridge, Mass., (shoe polish). A microphone is set up in customs at the Pan American Airways terminal in Miami and plane arrivals are interviewed. Here are Norman MacKay, WQAM director; D. M. Holsenbeck, Southern district manager for Whittemore; Leslie Harris, program conductor, and M. E. Wilson, Whittemore manager for Florida. Celebrities in large quantities are caught by the WQAM microphone.

Alexander's Arbiters

A. L. ALEXANDER, conductor of the *Good-Will Court* program which was heard on MBS from 1935 to 1937, has started a new hour program on WHN, New York, which presents authentic social and economic problems sent in by persons of the radio audience for discussion before a board of arbiters. Entitled *A. L. Alexander's Arbitration*, the weekly program features for its arbiters a group of men and women, prominent in public life, who judge each case on its merits as both sides of the argument are presented by the actual people involved.

* * *

Pedal Pedagogy

CLASS in bicycle operation and bicycling rules is conducted by police officer Tom Wheat, of the Cincinnati police department, on *Bicycle Court*, broadcast weekly from the City Hall on WSAI, Cincinnati. The *Court* is held in conjunction with the city's recently extended drive to minimize traffic accidents, with city officials setting up rules governing the operation of bicycles in and about Cincinnati.

* * *

People in the News

GEORGE HICKS, well-known NBC announcer and commentator, is featured in the new *Names Make News* program of word pictures of personalities in the news on WEAF, New York, three evening quarter-hours weekly. Program is sponsored by Morris Plan Industrial Bank of New York, placed through Gotham Adv. Co., New York.

* * *

Double Talk

WBNX, New York, has started a new weekly quiz program, *It's on the Tip of My Tongue*, broadcast in Yiddish and English, with Abe Lyman acting as "the Yiddish inquisitor".

* * *

Students vs. Faculty

MOUNT HOLYOKE College during the winter term is presenting a weekly unrehearsed collegiate quiz series between faculty and students on WSPR, Springfield, Mass.

for agency, radio advertiser and station executives . . . .

FOOD-DRUG-COSMETIC REPORTS

Affiliated with Telecommunications Publishing Company, Incorporated

A specialized, confidential, weekly Washington news letter devoted to government activity and trends in the food, drug, cosmetic and related fields.

A clear, concise, accurate, prompt news (and news behind the news) coverage of government regulation based on the all-important Wheeler-Lea and Food and Drug Acts.

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FOOD-DRUG-COSMETIC REPORTS Wallace Werble, Editor

958 National Press Bldg.
WASHINGTON, D. C.
Phone Metropolitan 0606

NAME .....

FIRM ..... TITLE .....

CITY ..... STATE .....

A Building Moves

UNUSUAL was the recent broadcast by WRVA, Richmond, of an eye-witness inch-by-inch account of the moving of the big Aluminum Bldg., which houses the city's department of public works, to its new location more than a block away. The building, moved intact, was set down safe and sound without even a minor accident. The broadcast included descriptive accounts by Ira Avery, WRVA special events announcer, and interviews with Mrs. Mattie E. Row and her daughter, Eleanor, supervisors of the project and heads of what is believed to be the only heavy-moving firm managed by women.

Patriotic Programs

A PATRIOTIC disc series *America Marches On* started recently on WMCA, New York, presented in cooperation with KFWB, Warner Brothers station in Hollywood, where the programs are produced in cooperation with screen artists. The series is a documentary record of the work of foreign agents in the United States. It is the first of a group of democracy programs planned by WMCA. In preparation is *Persecution Must End*, with racial groups saluting their adopted country.

* * *

Hot Music Quiz

WELL LARDED with recorded swing, a new musical quiz feature of WNBC, New Britain, Conn., brings together New Britain and Hartford jitterbugs in a question-answer competition on musical questions. Bugs from other surrounding cities also are expected to compete during the series.

* * *

Chance for Composers

A BOARD of experts scrutinizes works of amateur composers submitted for the *Song Search* program of CKWX, Vancouver, B. C. If a song appears to have hit possibilities, it is published and recorded.

CROWDS swarm around the man-in-the-street in Columbus when WHKC broadcasts on behalf of local Chevrolet dealers five noons a week, all because a loudspeaker carries the voices 150 feet in all directions. First use of the speaker tied up traffic. As one phase of the merchandising, each dealer has salesmen make 10 phone calls a day, using the program as a hook.

* * *

Slaughter Session

MURDER and mayhem are featured on *Horror Hits the Airwaves*, Sunday night home-talent dramatic show on CKGB, Timmins, Ont. The quarter-hour drama for adults, produced by The CKGB Craftsmen, local artist group, under direction of Sturdee Jarvis, presents radio adaptations of tales from Edgar Allan Poe and other writers. After starting as a sustaining series, the plays now are sponsored by a local furrier.

* * *

Sunday With the Ladies

SPONSORED by a local laundry is *Women Make News*, a new Sunday supplement to *For Women Only*, weekday feature on WFEA, Manchester, N. H., dealing with unusual news of the day featuring women's activities. A local furrier sponsors the weekday program, which has been running a year.

* * *

Thill's Thrill

TO CARRY the maiden speech in Congress of Rep. Lewis D. Thill (R-Wis.), speaking on "National Defense", WTMJ, Milwaukee, recorded the address and broadcast it shortly afterward.

News From the Air

CKCL, Toronto, has started a daily except Sunday *Newspaper of the Air*, each morning, 7:45-8:45. The program includes all items of a newspaper, with world-wide news supplied by Transradio, local news by the station's own reporters, and editorials by prominent people under a policy adopted by the station's owners, sporting news, and women's news. Al Leary, CKCL manager and sportscaster, is managing editor, and Maurice Rapkin, program director, has developed good music which will signify the "turning of the pages" to different topics. The different sections of the paper will be broadcast at the same time each day, so that listeners can tune into whatever section of the paper interests them most at regular time. Portable recording equipment is being obtained to enable the station's reporters to interview prominent persons visiting Toronto, and the interview will be broadcast.

* * *

Bygone Highlights

PRESENTED as though the commentator were addressing a radio audience a half-century ago, *Headlines of the Past*, new series on WBT, Charlotte, flashes bulletins on Theodore Roosevelt's appointment to the Civil Service Commission by President Harrison, construction progress of the Eiffel Tower and such. Weird sound effects introducing the show are produced with a bass drum and Chinese gong combination. Script is written by Dottie Conne, and Ron LeRoy handles production.

* * *

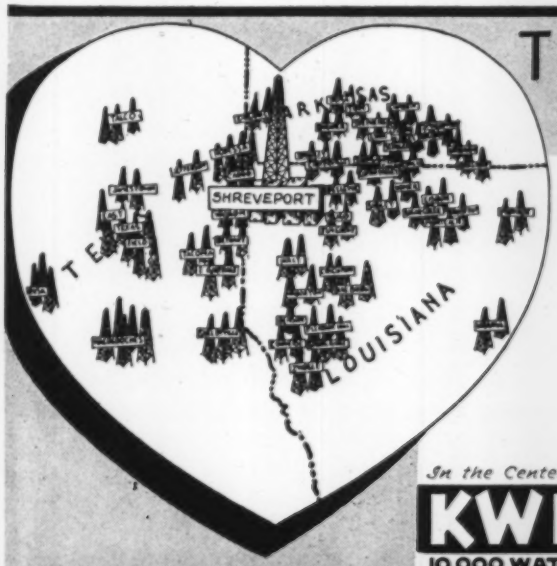
All About the Arts

QUESTIONS and answers on painting, sculpture and the other arts form the basis for a new serious-minded and educational quiz program on WNYC, New York municipal station, to be broadcast weekly under the auspices of the Brooklyn Museum.

* * *

Manhattan Gadabout

WHN, New York, is running a new series of programs called *We Cover New York* featuring interviews by Dick Fishell with celebrities gathered at late evening spots all over the city.



There's plenty of OIL in our Sales Story

If you notice a lot of oil in our sales story it's because the area served by KWKH and KTBS is the world's greatest oil and gas area, producing 20% of this country's total; because most of the 1,500,000 persons living in this region find that oil provides them a mighty prosperous living; because since the discovery of these fields the Shreveport area never has known a recession.

Isn't That Reason Enough?

In the Center of the World's Greatest Oil and Gas Area

KWKH 10,000 WATTS CBS

KTBS 1,000 WATTS NBC

REPRESENTED BY THE HEADLEY-REED CO.

SHREVEPORT • LA •

In One Ear and Out the Other?

•

No, sir—in one ear and out the MOUTH into another ear, and so on by geometric progression.

THAT'S how your advertising message gathers momentum over WSPD, because the listeners in our territory know and respect the honesty of Northwestern Ohio's leading radio station.

And how many ears are involved? Well, over a million people are CONSTANT fans of WSPD programs. Each tells his neighbor about your product.

•

WSPD

5000 watts day
1000 watts night

Toledo, O.

National Representatives
JOHN BLAIR & CO.
New York Chicago Detroit
Los Angeles

Just Twins

MORE than 100 pairs of twins attended Loew's State Theatre in Syracuse Feb. 14 as guests of WFBL, the Netherland Dairy, and the theatre. A radio team, The Netherland Twins, used on each broadcast, served as host and hostess, dressed in Dutch costumes. The twin idea was suggested by the company trade mark, a little Dutch boy and girl. The theatre party marked the 100th broadcast by the Netherland Dairy over WFBL and prizes were awarded to the oldest and youngest pairs present, 57 years and 2 years of age, respectively. The account is placed by the Flack Adv. Agency, Syracuse, and handled by Frank Harrington, account executive.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.
105 MAIDEN LANE, NEW YORK

Radio and Film Review

UNUSUAL stunt of offering simultaneously a radio and film preview of the current Warner Brothers' picture, *Wings of the Navy*, was the feature of Kate Smith's program on Feb. 2, sponsored by General Foods Corp. George Brent, star of the moving picture, was heard in excerpts from the film by a studio audience, composed of film and radio critics, and aviation officials, who were afterward taken to a preview showing of the picture at a New York theatre. The world's premiere of the picture which was made at the U. S. Naval Air Training Station, Pensacola, Florida, was broadcast the following day on WCOA of that city, and four other Southern stations.

* * *

Thugs With Manners

STORIES of "respectable" people who, unwittingly or for personal gain, become lawbreakers are carried in the new half-hour dramatic series, *Don't Cheat Uncle Sam*, on KTBS, Shreveport. The program calls attention to the fact that these "polite" criminals, with their educational and social advantages, are often worse than slum-reared public enemies. The series is written by Ellen Lee Brashear and produced by Edward Murphey.

* * *

Making the Radio Grade

HINTS on how to plan a radio career, by Ed East, are featured on a new daily program on WHN, New York, in addition to interviews with production men, script writers and radio executives on *How to Get on the Radio.*

Books Dramatized

DRAMATIZATIONS of newly-published books will be broadcast on the first Friday of each month by the *Campbell Playhouse*, heard on CBS from 9 to 10 each Friday evening sponsored by Campbell Soup Co., Camden. Books will be selected by a jury headed by Orson Welles, star of the series, who will interview the author on the air following the dramatization. Familiar books and plays will be presented on the other Fridays as in the past. Series is placed through Ward Wheelock Co., Philadelphia.

* * *

Quickie Quiz

NEW type of audience participation program during which members of the studio audience are asked to identify localities throughout the world from a brief description is now being heard twice weekly on NBC-Red. Ben Grauer, m.c., describes the place selected to a contestant who receives $2 if he guesses the spot correctly within eight seconds. Listeners are invited to send in descriptions of places to the program, entitled *Name the Place.* Three dollars is paid for those used on the air.

* * *

El Paso Pioneer

LIVES of the city's pioneers are dramatized on the new *Builders of El Paso* series of KTSM, El Paso, sponsored by Peyton Packing Co. A touch of realism is added by using an old church bell, the first to be rung in the city, on the program. Demands for copies of the script have been so great that the sponsor is mimeographing them for free distribution. Research and dramatization is by Conrey Bryson.

* * *

Uncle Sam on Guard

BEGINNING March 1, WHN, New York, will broadcast a weekly half-hour series, *The Eyes of the Eagle*, based on activities of the law enforcement agencies of the Federal Government. Designed, written and produced by the WPA radio department, the series is planned to inform the public of the protection afforded by the various Government agencies.

* * *

Mama Goes Gadding

DESIGNED to give voice to America's wives on their night out, WBBM, Chicago, has started a Thursday evening half-hour series called *Wife's Night Out.* Aired from the local Home Arts Guild, the show features Tommy Bartlett in interviews and quiz fests with the wives. WBBM guest stars are also featured.

* * *

A Book a Week

TANTALIZING is the word for the *Book Theatre* on MBS each Sunday afternoon. Mabel Cobb, who picks a new book each week and condenses it into a 15-minute show which she casts and produces, leads the listener right up to the climax of the story and then stops, forcing him to buy the book to find out how it all turns out.

* * *

Peeper at Talent

AL DAVIS, announcer of KGVO, Missoula, handles thrice weekly *The Old Eavesdropper*, in which gossip about radio programs and personalities, both local and national, is bandied about. Listeners are invited to submit their questions about programs and personalities heard on the station.

Neophytic Newsmen

CLASS in news gathering, with items picked up by school kids, who during the class present the accounts before a dummy mike, is conducted by Brian Shellon, manager of CJKL, Kirkland Lake, at the local school Friday afternoons. News is edited, rewritten and prepared for a half-hour commentary. The class prepares students for work on coming regular Saturday morning newscasts.

* * *

Five Big Minutes

PACKED INTO the five-minute daily show, *Maytime Salute*, sponsored on WKY, Oklahoma City, by May Bros., are a salute of the day to an Oklahoma citizen, an original theme written by WKY Manager Gale Grubb, a music memory contest, a song-title guessing game and rapid-fire commercial chatter between Sol May and announcer.

* * *

Radio Home in Cleveland

TWICE weekly WGAR, Cleveland, broadcasts from "Radio's Model Home", being constructed in downtown Cleveland by the Low Cost Home Demonstration Assn. Broadcasts thus far have followed construction of the house, featuring local architects, builders and FHA officials answering the questions of listeners in regard to home building and financing.

* * *

Dramas of the Road

DEDICATED to the Oklahoma State Highway Patrol, from whose files material for the dramatizations are taken, *Tales of the Highway* is being sponsored on WKY, Oklahoma City, by Mistletoe Express Co. Capt. S. P. Smith, assistant chief of the Patrol is master of ceremonies of the series.

* * *

Collectors Items

ANTIQUES and curios are the theme of the new afternoon quarter-hour, *The Old Curiosity Shop*, on WFAA, Dallas. Written by Cecil Hale, WFAA continuity editor, the program dramatizes adventure stories built around curios in the shop of an old collector.

* * *

Horticulture Delineated

GARDENING tips are offered on *Poole's Garden Guide*, sponsored on KVI, Tacoma, by Poole Seed Co., Tacoma, three times a week. A woman garden authority gives advice and interviews local and visiting gardeners. Programs are remoted from garden shows.

* * *

Job Finder

WISCONSIN Unemployment Service is cooperating with WOMT, Manitowoc, in presenting the new *I Want Work* series, started Feb. 24 under sponsorshop of a local department store.

HIS *Valentine!*

500% Increased Candy Sale!

The Tower Grill is Tulsa's fashionable eating place. A year ago Valentine Candy was a small item. This year, however, the Tower Grill used 10 fifty word daytime announcements over KVOO.

The increase was 500%! The Tower Grill sold hundreds of pounds of Valentine Candy, in fact, SOLD COMPLETELY OUT! KVOO is doing the job for everybody!

M. R. DUBIN, Prop.
Tower Grill, Tulsa

You can bet that the TOWER GRILL and KVOO are Sweethearts now!

KVOO
TULSA—OIL CAPITAL OF THE WORLD

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25,000 WATTS
BOTH N.B.C. NETWORKS
EDWARD PETRY AND COMPANY
National Representatives

LOCAL SPONSORS!
Use Radio's Greatest Salesman
SMILIN' ED McCONNELL
NEW SERIES
HYMN TIME

Now 78 Transcribed Programs Supplied by
PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

FCC Revives Utility Concept of Radio

Counsel Upset Present Status of Industry In Court Briefs

WHAT may be a turning point in radio jurisprudence, vitally affecting future FCC grants of new stations, is raised in a half-dozen pleadings filed by the FCC's new youthful legal battery of William J. Dempsey and William C. Koplovitz, general counsel and assistant general counsel respectively, with the U. S. Court of Appeals for the District of Columbia.

In a series of motions and briefs filed with the court during the last fortnight, the FCC counsel have projected issues going to the very roots of competition in radio, which eventually may limit profits of stations and reopen the public utility common carrier concept under which the rate regulation theory has been advanced, despite the specific Communications Act provision against it.

Five Main Theories

The basic contentions of the Dempsey-Koplovitz team, in the series of court petitions, are:

1. That a station cannot appeal from a new station grant on the ground that it would suffer economic injury through loss of advertising even though the financial damage may be substantial, because such damage would be "without injury" and therefore not actionable.

2. That the FCC under the law is not required to issue findings of fact in *granting* new facilities but must issue findings in *denials*.

3. That a station cannot appeal to the courts alleging interference from a new station grant if the interference occurs outside its normally protected contour.

4. That an applicant for new or additional facilities has no appealable interest if the Commission grants the same facilities to another, until such time as the Commission renders its decision in the applicant's case.

5. That a station has no appeal from a new station grant on the grounds that it will suffer loss of listening audience, talent or program material, this all being construed as "damage without injury."

The series of sensational contentions by the FCC has Washington's radio legal fraternity astir. Counter-petitions filed by appellants in the cases sharply attacked these contentions as wholly without basis and as flying in the face of established precedent, both in the Court of Appeals in other radio cases and in the Supreme Court of the United States in cases involving analogous issues.

The private practitioners were emphatic in challenging the contentions that economic effect upon existing stations cannot be considered, arguing there is no question whatever that Congress intended these issues should be taken into account. Moreover, they described as fanciful and illusory the claim that the Commission was not required to issue findings in station grants, pointing out that aggrieved stations would have no basis upon which to take appeals. In this instance also citations of numerous previous court cases were made.

In provoking these issues, it appears a certainty that whatever the action of the appellate court, the questions ultimately will go to the nation's highest tribunal for decision. It has been indicated that the FCC will seek final adjudication should the appellate court turn against it. Because of the fundamental importance of the issues, it appears just as obvious that industry litigants will likewise seek final adjudication should the Commission be sustained in any of its contentions.

Arguments Listed

First arguments before the appellate court are scheduled March 7, in two of the cases. These involve the appeal of KTSM, El Paso, from an FCC decision authorizing a new station in that city in which the economic factor is raised, and three appeals from the FCC decision granting WMEX, Boston, a high-power regional assignment in that city in lieu of its present local assignment. In the latter cases the economic issue is raised by WAAB and WCOP, while the interference issue and curtailment of service question is advanced by WLAC, Nashville, assigned to an adjacent high-power regional frequency.

On the same day the court also is scheduled to hear arguments on the appeal of CBS from the FCC decision denying its application for lease of KSFO, San Francisco. This case embraces only the issue of the contractual provision, under which the present licensee could recapture the KSFO license under certain specified conditions.

On the economic issue, the underlying theory of the FCC appears to be that broadcasting is a private rather than a public business and that competition is free and open when such matters as advertising, audience, talent and the like are concerned. Presumably it takes the position that only the transmitter is licensed and that the "survival of the fittest" precept must obtain insofar as competition is concerned.

The alternative, judging from the Commission's pleadings, is that Government protects industry against competition only when it is in the utility or common carrier classification, where it is in a position to regulate rates and in effect limit profits. Thus, the Commission viewpoint appears to be that so long as broadcasting is a private industry it must be prepared to face competition. Conversely, if it seeks economic protection through limitation of competition, it must be prepared to accept the corollary public utility concept and consequent possible limitation of profits and rate regulation. This theory unquestionably will become the chief argument in the imminent juridical clash.

A Possible Change

The fact that the law itself specifically classifies broadcasting as a non-public utility, of course, will have an important bearing, though it appears the FCC, or at least its present majority, might foster new legislation to alter that proviso.

Running through the pleadings in the current cases is the Dempsey-Koplovitz assertion that the Commission is in accord with the view that if the effect of granting a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the application for the new station should be denied unless there are "overweening" reasons of a public nature for granting it. There is an even stronger case where neither licensee will be financially able to render adequate service, it is added.

It is asserted, however, that if the Commission should make an error of judgment in granting a new facility which would result in such destructive competition, the existing station or stations still would have no appealable interest and the court still would not be able to assume jurisdiction. This would be true irrespective of the merits of the case, it was held.

In supporting the contention that recognition of an appealable interest because of economic injury resulting from competition is fallacious, FCC counsel held that if

(*Continued on page 63*)

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
FU MANCHU
Is Now AVAILABLE for Sponsorship!
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"

.....in Canada

CALGARY CFAC in the Province of Alberta delivers 65% of the Calgary audience.

EDMONTON CJCA in the Province of Alberta delivers 70% of the Edmonton audience.

LETHBRIDGE CJOC in the Province of Alberta delivers 86% of the Lethbridge audience.

REGINA CKCK in the Province of Saskatchewan delivers 82.7% of the Regina audience.

TRAIL CJAT the "Voice of the Kootenays" is located in British Columbia in the midst of a rich fruit farming district.

• *Canadian Representatives: All-Canada Radio Facilities, Toronto—Montreal — Winnipeg — Calgary — Vancouver. U. S. Representatives: Weed & Co., New York — Detroit—Chicago—San Francisco.*

Board of Judges Named For WLW Scholarships

THREE nationally-known agricultural experts will act as judges in the WLW Practical Training Scholarships competition, completed several weeks ago, for students in land grant institutions, George C. Biggar, rural program director of the Cincinnati station, announced recently.

Judges will be Wallace B. Kadderly, chief of radio, U. S. Dept. of Agriculture; Carl Menzer, director of WSUI, Iowa City, and president of the National Assn. of Educational Broadcasters, and John J. Lacey, director of information of the American Farm Bureau Federation. Winners, to be announced June 1, get six months of training in radio at WLW, with $500 for living expenses.

Red NBC Blue

WCSC

1000 watts at 1360 kc.

Work

THE INAUGURATION of the Governor of South Carolina carried as a public service feature of WCSC.

A Radio Station alive to its public responsibility is a good bet as an advertising medium.

For Radio In CHARLESTON, S. C. It's WCSC

Radio AND Education

OPENING discussion panel of the 10th Institute for Education by Radio to be held at Ohio State U May 1-3 will be directed by the NAB, with President Neville Miller presiding. Educators and broadcasters will be featured, and among the guests invited to participate are FCC Chairman McNinch, NBC Vice-President John Royal and H. V. Kaltenborn. Broadcasters are being urged to send recordings of their educational programs before March 15 to provide "a comprehensive picture of the individual station's as well as the industry's contributions to educational broadcasting."

NEW RADIO broadcasting course, designed to acquaint educators with the techniques of preparing and broadcasting educational programs, is scheduled for the first term of the 1939 summer session at the University of Kentucky, Lexington. The course, offering three credits, will be directed by Elmer G. Sulzer, director of the University radio studios, with cooperation of WHAS, Louisville, and members of the WHAS staff, who will actively participate in the instruction.

PRIZEWINNERS in the first annual Wayne University Broadcasting Guild script-writing contest, recently announced by Garnet Garrison, Guild director, include Ralph Nottingham, who won first prize of $25 in the undergraduate division for his script, "The Quick and the Dead"; Earl Gormaine, $10 second prize for "Mr. Smith and the Infinite"; Robert Deisley, first prize in the graduate division for "A Story of Tycko Brahe," and Morris Weiss, second prize for "With Kid Gloves." Judges selected from the staffs of Detroit radio stations, included Eric Howlett, production director of WJR; Geraldine Elliott, WJR education director; Charles Livingston, WXYZ dramatics director, and Myron Golden, WWJ education director. The scripts are to be broadcast on regular Guild programs.

WELLS (Ted) CHURCH, radio director of the Republican National Committee, has been appointed to the staff of Catholic University, Washington, to teach radio broadcasting and dramatics. His two classes are devoted to production and direction of radio plays and developing announcers and commentators through a study of the use of radio in public life and a generalized picture of the American radio industry.

WKZO, Kalamazoo, Mich., has begun a new program series for children, including daily school recitals, a chorus of 150 voices, a children's orchestra, and a weekly stage broadcast under direction of an educator with 14 years experience as teacher and superintendent of schools. The school recitals are scheduled daily at 4:30 from the children's clubrooms.

TO GIVE teachers a chance to engage in a summer of fulltime radio work, State College of Washington, Pullman, will start a new radio workshop under Director A. A. Cleveland. Aiding him will be M. Reid White, production director of KWSC, Pullman; Prof. Harry F. Lickey, engineering instructor; and Maynard Hicks, instructor in script writing and station organization.

WILL, Illinois U., Urbana, aired a total of 1,723 editorials from Illinois newspapers in 1938 during its *Illinois Editorial Review*, a weekly news program featuring Art Wildhagen. Papers represented included 18 dailies and 40 weeklies. The program has started its third year on the air.

A SERIES of special farm programs explaining the organization and operation of the Agricultural Adjustment Administration is heard on WLW in conjunction with the station's rural education program. In addition, *Everybody's Farm*, weekly WLW full-hour farm broadcast, each Saturday will devote a portion of its program to news of the AAA.

A SERIES of youth guidance programs, featuring Dr. Guy Stanton Ford, president of the U. of Minnesota, and other notable northwest educators, is being aired weekly over KSTP, St. Paul. The series is *Tangled Lives*, staged jointly by the station, the Minnesota Congress of Parents and Teachers, and the Minnesota division of the National Youth Administration. The station is transcribing each program, and offering them to other Minnesota outlets through NYA.

CLASSES in Radio Writing and Advanced Radio Dramatics of the U. of California Extension Division, Los Angeles, are getting practical knowledge by presenting original skits on KECA, that city. Classes are conducted by Andrew C. Love, NBC Hollywood continuity editor, who on March 15 will add an advance course in radio continuity.

THE CBC, in conjunction with the Canadian Association for Adult Education, is encouraging the formation of Listening Groups to discuss and study radio programs. A course for leaders of Listening Groups is to be started this season. A number of friends, fellow employes in a company, neighbors in the country are to constitute themselves into groups, the number of each not to be over 30.

SECOND semester of the *Nation's School of the Air* from WLW on MBS began Feb. 27 and will continue until April 28, including 81 sessions for a total of 22 hours and 30 minutes.

KSO, Des Moines, and the *Des Moines Register & Tribune* are cooperating with local high schools in promoting interest among students in current events through a twice-weekly news quiz series. Microphones are installed in four local high school and student teams are quizzed on news stories of the week. Names and pictures of participants are published in the paper, and prizes will be awarded at the close of the series March 21.

KSEI, Pocatello, on Feb. 1 opened new studios on the campus of the University of Idaho. Programs are directed by John C. Snidecor of the faculty and produced by students.

PROBABLY for the first time in the history of radio, high school students traveled from New York to Washington for the specific purpose of broadcasting from the nation's Capital when on Feb. 25 eight students participating in *Youth Meets Government*, third in a series of NBC programs presented by the Brooklyn Institute of Arts and Sciences, were taken to Washington to discuss the chosen topic *Relief—More or Less*, with Howard Hunter, Deputy Administrator of the WPA, and Senator Wiley of Wisconsin.

CLASSROOM GUIDE PUBLISHED BY NAB

TO FOSTER educational broadcasting, NAB has published a new pamphlet titled "How to Use Radio in the Classroom," prepared by a committee of teachers and radio educators in association with Ohio State University.

To be distributed nationally, the booklet is expected to be of primary value to educators in adapting broadcasts for classroom use. How radio can be worked into the curriculum; selection of school broadcasts and their preparation; equipping classrooms for listening; the part teachers may play in planning educational broadcasts and how teachers may learn more about radio in education, are covered.

The pamphlet carries introductions by Dr. John W. Studebaker, U. S. Commissioner of Education, NAB President Neville Miller, and Prof. Norman Woelfel, of Ohio State, under whose general supervision it was produced.

Facsimile at Colleges

W. G. H. FINCH, president of the Finch Telecommunications Laboratories, New York, has completed arrangements with several universities for installation of 25 to 50 facsimile sets for use by students of electrical engineering. Universities which have requested the sets and are located within 50 to 75 miles of the stations equipped to send Finch facsimile broadcasts will start using the new method as soon as their orders for sets can be filled.

Facsimile in Cleveland

FACSIMILE'S utility as an educational medium was scheduled for demonstration during the week of Feb. 27-March 4 in connection with the convention of the American Assn. of School Administrators in Cleveland. Scanning apparatus was installed in the Board of Education Bldg. and material was to be sent to various high schools. Both RCA and Finch apparatus are being used for the Cleveland educational demonstrations. Facilities of WBOE (500 watts on 41500 kc.), one of the two noncommercial high-frequency educational stations, were utilized.

BECAUSE youths sometimes are late for school when they listen to Sam Agnew's sandlot sports program at 8:35 a. m. on WKRC, Cincinnati, radios have been installed in high school recreation rooms.

WBAL means business in Baltimore

WCBS

The Salesway to Central Illinois.

NATIONAL REPS. SEARS AND AYER CHICAGO NEW YORK

SPRINGFIELD ILLINOIS

ASSOCIATED WITH THE ILLINOIS STATE JOURNAL

ILLINOIS 2nd MARKET

Networks Promote School Convention

Present 24 Special Programs From Cleveland Session

THE three major networks are cooperating with the country's educators by staging 24 special broadcasts in connection with the 69th annual convention of the American Association of School Administrators, which opened in Cleveland Feb. 25 and continues to March 2. Programs brought the highlights of the convention to listeners throughout the land and enabled the broadcasters to demonstrate to the educators the latest developments in the use of radio as an educational medium.

CBS broadcast seven programs —a "schoolteacher" period of the *Americans at Work* series, broadcast from the convention hall; a *People's Platform* broadcast from Cleveland with "Propaganda and Education" as its subject and educators and editors as its guest-talkers; a demonstration broadcast of the *American School of the Air;* an address by Dr. John A. Sexson, A.A.S.A. president; an *Adventures of Science* broadcast with a group of scientists at the convention participating, and a summary of the convention by Lyman Bryson, chairman of the CBS adult education board.

Mutual Schedule

Mutual's eight broadcasts included a preview of convention exhibits, *Tools of Learning;* two special sessions of *The Nation's School of the Air;* a talk on "Educational Policy in the Making" by A. J. Stoddard, superintendent of schools, Denver; a dramatized story of safety education in Cleveland; a panel discussion on crime by Austin H. MacCormick, New York City Commissioner of Correction; William E. Grady, associate superintendent of New York schools; Mayor Harold E. Burton of Cleveland and J. A. Johnston, warden of Alcatraz Prison; an address on the "Purposes of Education" by Harry Elmer Barnes, and a program by the Detroit Schoolmen's Chorus.

Beginning with the reading of Washington's Farewell Address by Walter Hampden, noted actor, on the *Our American Schools* broadcast on Feb. 22, NBC presented nine programs, including: A preview of the convention by Dr. Sexson; an interview with Superintendent William B. Jack of Portland, Me., by Florence Hale, editor of *Grade Teacher;* a concert by the Ohio State University Orchestra, using instruments made of animal bones, test-tubes, etc.; addresses by Hon. Harold L. Ickes, Secretary of the Interior; Jan Masaryk, son of the first president of Czechoslovakia; Dr. Frank Cody, superintendent of schools in Detroit, and Dr. Benjamin Graham, newly elected president of the A.A.S.A., and a special broadcast of *America's Town Meeting of the Air* on the subject "Are the Schools Doing Their Job?"

NBC was represented at the convention by Judith Waller, educational director in Chicago, and Dr. James Rowland Angell, Dr. Franklin Dunham and Walter G. Preston of the network's New York educational staff. Four CBS New York officials attended: Douglas Coulter, assistant director of broadcasts; Sterling Fisher, director of talks and education; his assistant, Leon Levine, and Earle McGill, who directed the *School of the Air* demonstration.

Mutual was represented by Joseph Ries of WLW, producer of the *Nation's School of the Air*, and Neil Collins, of WHK, Cleveland, through whose facilities the MBS broadcasts from the convention were fed to the rest of the network.

Utility Concept

(Continued from page 61)

Congress had intended to provide for such an appeal it would have given every existing licensee the right to appeal from every decision of the Commission granting a license for a new station. It made this contention on the ground that every existing station competes to some degree with every other station for advertising revenue, particularly for national spot. It even goes beyond that, holding that other advertising media, including newspapers, magazines, outdoor advertising and farm journals would have the right to intervene, since they likewise would suffer from such "unlawful invasion".

Damage Without Injury

"It is submitted," said the Commission in one of the pleadings, "that the court should hold that no person, whether he be a licensee of an existing radiobroadcast station located in the same city, or in some other city, or whether he be engaged in some other form of advertising, suffers any legal injury from competition which results from the establishment of a new radiobroadcast station, even though the establishment of such station may cause such person substantial financial damage.

"The Commission submits that financial loss resulting from competition between broadcast stations is *damnum absque injuria* [damage without injury] and no right of appeal can be asserted because such financial loss may be the result of an order of the Commission granting a construction permit or a license for a new station."

The attorneys held that whether or not the Commission makes findings when it grants an application is entirely a matter of administrative discretion in the fulfillment of a statutory duty. Such findings, it said, may be as complete or as meager as the regulatory agency may choose.

Cases in which the FCC filed briefs, motions and petitions, aside from the WMEX and KTSM appeals, involved WKBB, Dubuque, Ia., which recently won a victory in the court in its appeal from the FCC grant of a new station to the *Dubuque Telegraph-Herald*, on economic grounds, and the appeals of WOKO, Albany, Adirondack Broadcasting Co. and Tri-City Broadcasting Co. from the FCC decision granting the application of the Troy Broadcasting Co. for a new daytime 1 kw. station in Troy, N. Y.

SURVEY of the number of radio-equipped tractors in Illinois, Indiana, Wisconsin and Michigan is being conducted by the promotion department of WLS, Chicago.

Committee Investigating Quasi-Judicial Methods In Government Offices

APPOINTMENT of a committee to study practices of quasi-judicial Federal agencies and recommend improvements in procedure was announced Feb. 23 by Attorney General Murphy at the behest of President Roosevelt.

Need for "procedural reform in the field of administrative law" was emphasized by the Attorney General in pointing out that this has become apparent in attempts to uphold the validity of decisions by these agencies, which in addition to the FCC include SEC, Federal Trade Commission, ICC, Federal Power Commission and Bituminous Coal Commission.

Tying directly into the current splurge of the FCC Law Department in connection with appealable cases to the U. S. Court of Appeals for the District of Columbia, it was stated at the Department that the main problem to be studied is the extent to which decisions of administrative agencies are reviewable by the courts. The FCC, in a number of cases now pending, challenges the right of applicants in various phases of broadcasting to seek court review of FCC decisions.

Adding interest to this study is the fact that Chief Justice D. Lawrence Groner, of the Court of Appeals for the District of Columbia, which sits just over the FCC, is a member of the committee.

HENDRIK WILLEM VAN LOON, author, artist and commentator on everything and anything, is back on NBC with a Sunday afternoon series titled *Deliberate Reflections.*

WBRE AGAIN!

The business conditions map appearing in the February issue of NATION'S BUSINESS, official publication of the U. S. Chamber of Commerce, shows the Wilkes-Barre area ahead of the same period a year ago — business was good then, too!

Any way you figure it WBRE is the most popular station among *Retailers*, and serves the most people in the market which is "white spotted" on the map from NATION'S BUSINESS.

To do your Best selling job efficiently and economically, your list must include . . .

WBRE

NBC Red and Blue

WILKES-BARRE, PA.

WILKES-BARRE *in the heart of the Anthracite* PENNSYLVANIA

A MAN OF LETTERS

WCOL COLUMBUS

A new man has joined the Weed parade . . . and a man of letters is he! Experience proves that he, like the other progressive *Selling Letters* in the markets we represent, produces **Results That Count!**

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

Regionals Tell of Labor Costs

(*Continued from page 20*)

stock in the holding company was held by Don Lee himself until his death in 1934, Mr. Weiss said, and now it is held by his estate, with Thomas Lee, president of the System, as sole legatee.

Don Lee Broadcasting System itself owns and operates three stations—KFRC, San Francisco, KHJ, Los Angeles, and KGB, San Diego—he said, while the Don Lee estate also owns KDB, Santa Barbara.

Individual Stations Allowed Wide Discretion

Discussing the contracts between Don Lee network and its affiliates, Mr. Weiss said there were no penalty provisions, pointing out that individual stations are allowed wide discretion in determining their own versions of "public interest". He cited an instance in which an affiliate did not carry a particular network commercial over a period of a week in favor of broadcasting, under local sponsorship, a softball tournament played in that city. Explaining the exclusivity provisions, he pointed out that while NBC and CBS sold "power" on the Pacific Coast, Don Lee sells "concentrated coverage in the individual markets", and that Don Lee feels that after developing an audience for a station through network programs, it should have the opportunity to place commercial time on these stations.

Describing Don Lee's contract with Pacific Broadcasting Co. as the basis of Don Lee's Northwest expansion, he said it provided 16-hour daily program service by Don Lee, along with a 15% commission on net revenue from business placed on the Oregon and Washington stations if the net revenue exceeds the cost of wire lines to Pacific Broadcasting Co.

Questioned on the network's program policies, Mr. Weiss described how "rich Mr. Lee, lavish in the use of talent on programs on his stations", set out from the start to build up an audience with high class programs. He commented that when he first joined the Lee organization in 1930, Mr. Lee "had no conception" of the commercial possibilities of radio and was working on the belief that when the time for commercial return arrived, he would be prepared with a big audience for commercial programs.

Tells of Various Quotas For Staff Musicians

He pointed out that while KHJ had a staff musician quota of $84,000 a year at present, KFI-KECA, the NBC station in Los Angeles, had a quota of only about $35,000. In San Francisco, he continued, KFRC had an annual quota of $54,000 for staff musicians, while KSFO, the CBS station, had only about $20,000. On Don Lee's four owned and operated stations he estimated there were about 182 full-time employes and 797 casual employes, accounting for an aggregate wage of $538,000 in 1938.

Don Lee contracts for all lines used by itself and by MBS in California, Mr. Weiss said, while Pacific Broadcasting Co. contracts for lines used in serving the Oregon and Washington stations. Line charges for the 28-station network amount to about $18,000 per month, he said, about half of which goes for service within California.

Don Lee maintains no artists bureau, Mr. Weiss said, adding that the Thomas Lee Artists Bureau, which he described as "unprofitable", was dissolved about six months ago.

He estimated that of the network programs originated by three of the Don Lee owned and operated stations, KHJ originated 50%, KFRC 40%, and KGB 10%, most of which had to do with Army and Navy activities.

Believes Nets Should Own Originating Stations

Cross-examined by Mr. Funkhouser, Mr. Weiss declared that neither Don Lee nor its stockholders held any community of interest in other organizations such as agencies or representative firms. He explained that while Don Lee Inc., Cadillac and LaSalle agency also controlled by the Don Lee interests, bought time, it paid cash and there was no cross crediting on the organizations' books. He added that as Don Lee Inc. paid cash for its radio time, Don Lee Broadcasting System also paid cash to it for building rental.

On further questioning, he said that network employes received "customary trade discounts" on repair work and purchase of automobiles as employes. He also explained that Don Lee Inc. paid only about 50% of card rates for its broadcasting, which was done on a "floating" spot schedule—purchasing unused spots, subject to recapture, which otherwise would not be used, and which are available on the same basis to other advertisers as well as Don Lee Inc.

He declared it "quite essential" that a network own stations, particularly at originating points, adding that although it would be possible to originate and release programs without owning stations "I don't think it could be done as efficiently or economically".

Stating that the arbitrary demands of union organizations constitute "a very substantial drain" on station and network operations, particularly because they "freeze" the flexibility of operation, Mr. Weiss said the great problem of "mounting demands" of unions and other "semi-parasitical services" was the fear that rising costs, which could be reflected only in the rate card, might "drive advertisers to other media".

As Mr. Weiss produced no documented figures on revenue and expense, Mr. Funkhouser requested profit and loss and balance sheets, to be produced at a later date, for Don Lee from 1934 through 1938, along with rate cards and specific program analyses.

Mr. Weiss pointed out that during the week of Oct. 1-7, 1938, which he said approximated the average for the nine months excluding the summer season, Don Lee's affiliated stations carried an average of 10.6% network commercial hours, of which only about one-fifth to one-sixth represented MBS accounts; 48.8% network sustaining hours, 21.8% local commercial hours, and 18.8% local sustaining hours.

SLIDE-RULE in hand, E. C. Page, of Page & Davis, Washington consulting engineers, testified on Don Lee coverage and duplication at the FCC Network Inquiry on Feb. 23.

Coverage Picture Shown by Mr. Page

Stating that he was "very strong for the preservation of the identity of individual networks as to their positions in their respective fields," he said regional networks provided a valuable "protective umbrella" under which everyone from listeners to individual affiliated stations benefited.

To present the Don Lee duplica-

Summary of Concluding Days of MBS Hearing . . .

OPENING the final stages of the MBS presentation Feb. 14, W. E. Macfarlane, president of MBS, director of WGN Inc., and business manager of the *Chicago Tribune*, was called to the stand briefly by Louis G. Caldwell, MBS counsel. Mr. Macfarlane, declaring that MBS is and shall remain a "mutual" organization, explained exhibits outlining "other interests" of officers and directors of the Chicago Tribune Co., along with a similar list for the officers and directors of WGN Inc.

Declaring that WGN lost $12,000 in 1938, Mr. Macfarlane estimated that the Tribune Co. had an investment of $1,297,000 in its radio properties, including the purchase price of WGN and the assets of two other stations subsequently acquired.

Listing the advantages of WGN's network affiliation with MBS, he included the freedom of the station to broadcast network programs "what and when it pleases", with "our more desirable time not blocked off", as he said was not the case with stations affiliated with the other networks, a higher proportional return to the station on the advertising dollar, and geographically diversified programs.

Executive Setup At WGN Is Reviewed

The officers of the Tribune Co., as outlined by Mr. Macfarlane, with their "other businesses", included Joseph M. Patterson, chairman board of directors, first vice-president and secretary, president of News Syndicate Inc., a Tribune Co. subsidiary, publisher of *New York News*, and chairman of the board, first vice-president and secretary of WGN Inc., licensee of WGN, Chicago; Robert R. McCormick, president and treasurer of both the Tribune Co. and WGN Inc.; E. S. Beck, second vice-president, assistant editor-in-chief of the *Chicago Tribune*; W. E. Macfarlane, assistant secretary, president of MBS and second vice-president and director of WGN Inc., and D. M. Deininger, auditor and controller for both the Tribune Co. and WGN Inc.

Officers of WGN Inc., according to Mr. Macfarlane, included Mr. Patterson, chairman of the board, first vice-president and secretary; Mr. McCormick, president and treasurer; Mr. Macfarlane, second vice-president and director; E. M. Antrim, assistant secretary, assistant business manager of the *Chicago Tribune* and treasurer and executive secretary of MBS, and Mr. Deininger, auditor and controller.

Coverage Data for MBS Affiliates Revealed

Directors of WGN Inc. he listed as Mr. Patterson; Mr. McCormick; Mrs. Eleanor Patterson, publisher of the *Washington* (D. C.) *Times-Herald* and director of the Tribune Co.; Mr. Macfarlane; H. D. Lloyd, of Little Compton, R. I., a retired physician, member of the State Senate and director of the Tribune Co., and Mrs. Albert G. Simms, of Albuquerque, N. M., president of Rockford Consolidated Newspapers Inc. and director of the Tribune Co. He explained that the vacancy on the board of directors resulting from the death of Alfred Cowles, Chicago lawyer, had not been filled.

George C. Davis, of the consulting engineer firm, Page & Davis, followed Mr. Macfarlane for MBS. Questioned on direct examination by Frank D. Scott, WOR-MBS counsel, with FCC General Counsel William J. Dempsey handling cross-examination, Mr. Davis presented engineering data on MBS duplication, explaining that his compilations represented a study of MBS facilities in relation to all other stations in the United States.

Exhibits Show Little Duplication for MBS

His 39-page exhibit presented a series of maps and supplementary tables picturing comparative day and night primary and secondary service duplication for MBS stations, along with coverage data on independent stations that are potential network affiliates.

Analyzing coverage of the MBS basic network, he pointed out that 98.5% of the listeners receiving service from basic stations receive service from one station only, leaving only 1.5% duplication of population in the basic network, computed on the stations' day ½-millivolt coverage. A similar breakdown for supplementary MBS facilities showed duplicated population ranging from 8% to 12%, depending on the combination of optional facilities. For the entire network, duplication ranged from 15% to 20%, depending on combination of

(*Continued on page 67*)

tion and coverage picture, Mr. Lohnes called E. C. Page, of Page & Davis, consulting engineers, who explained coverage data for the Don Lee facilities, supplementing in greater detail the general picture presented by Mr. Davis during his appearance for MBS.

In his testimony, which extended into Feb. 23, when hearings resumed after Washington's birthday, Mr. Page diagnosed coverages for the 29 stations served by Don Lee, computing populations served within the ½-millivolt and 2 millivolt daytime contours and the interference-free nighttime areas. He pointed out that since there are no clear-channel stations on the Don Lee network, it was not necessary to deal with nighttime secondary areas in discussing potential service and duplication.

Within the ½-millivolt daytime contours of the Don Lee stations in the state, 92.1% of persons served in California receive their service from one station only, he estimated, while 98.3% of persons receiving 2 millivolt daytime service in the State receive unduplicated service. He estimated that 3,672,100, or 97% of persons receiving interference-free service at night in California receive such service from only one Don Lee station.

No Oregon Duplication; Little in Washington

For the five stations serving Oregon he said there was no duplication on either the ½ or 2 millivolt contours, or in the night interference-free areas. Within the ½-millivolt daytime contours of Don Lee's Washington stations, he indicated that 91.3% of the persons served receive unduplicated service, 99.3% within the 2 millivolt day contours, and 98.5% of those receiving interference-free service at night.

Summarizing, Mr. Page said that 92.6% of the persons served receive unduplicated Don Lee service within the ½-millivolt daytime contours in the three States, 98.5% within the 2 millivolt daytime contours, and 97.6% within the interference-free service limits.

Cross-examined briefly by Mr. Funkhouser, Mr. Page outlined the method and sources used in computing the Don Lee coverage data, explaining that his findings applied only to electrical duplication from a "purely engineering standpoint" rather than to program duplication as such, and that his data covered the "maximum duplication", assuming that all stations simultaneously carried the same network program.

John Shepard 3d Tells Of Yankee and Colonial

Prefacing the Feb. 23 appearance of John Shepard 3d, president of Yankee and Colonial networks, Paul D. P. Spearman, counsel, explained that because the two networks are "the equivalent of one" it was requested that the two be considered simultaneously in the inquiry. Mr. Shepard pointed out also that although Yankee and Colonial were "legally" two networks, they both used the same telephone lines on a definite time-sharing basis, one operating part of the time and the other the remainder, and that they did not operate as two distinctly separate networks because these lines could not be duplicated economically.

Mr. Shepard spoke briefly of the corporate organization of the radio holdings of The Yankee Network Inc. Tracing the genesis of the "active" Shepard radio holdings, Mr. Shepard said that The Yankee Network Inc. owns four regular broadcast stations—WNAC and WAAB, Boston; WICC, Bridgeport, Conn., and WEAN, Providence, R. I., and nine high-frequency and relay stations; that it is 100% owned by the Winter Street Corp., described as "merely a holding company", which also owns The Yankee Network News Service Inc., and which in turn is owned by John Shepard Jr., his father. The Colonial Network Inc., organized Aug. 5, 1936, is owned one-half by himself and one-half by Robert F. Shepard, his brother, Mr. Shepard said.

Additions and improvements credited by Yankee Network from Feb. 2, 1930 to Dec. 31, 1938, exclusive of stock assets acquired, amounted to $618,181.48, he said. Explaining an estimated balance sheet for Yankee, as of Dec. 31, 1938, he said total assets amounted to $768,935.45, including $245,670.53 in current assets and $505,419.76 in permanent assets, such as real property, after depreciation. Among liabilities he listed $119,335.02 in accounts payable and accrued expenses, and $600,560.58 in capital and surplus.

Analyzing the disposition of income of Yankee since Feb. 2, 1930, Mr. Shepard listed a total net profit, after deducting Federal taxes and including depreciation, of $1,538,036.48, disposed as to net working funds, $50,224.73; permanent assets, $773,040.90; dividends paid, $136,600, and goodwill of WAAB charged off, $100,000.

Yankee News Service A Separate Corporation

With profits for Yankee Network Inc. aggregating $1,051,460.64 since 1930, including an estimated profit of $138,125.00 for 1938, Mr. Shepard said that individual profits were shown by three of the four owned and operated stations in 1937, amounting to $111,093.57 for WNAC, $28,308.28

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
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SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

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Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

for WEAN, $24,468.92 for WICC, with a profit for the chain of $48,743.47 for the year and a loss of $23,588.93 for WAAB.

Since its organization in 1936 the Colonial Network has made a total profit of $46,486.07, he said, including $599.64 in the 18 weeks ending Jan. 31, 1937, $8,931.62 in the 48 weeks ending Dec. 31, 1937, and $36,954.81 estimated for 1938. Total Colonial assets amounted to $75,726.44 as of Dec. 31, 1938, he added.

In response to questioning on the Yankee News Service setup by Commissioner Walker, Mr. Shepard said that in 1938 the news service paid out $52,000 for its INS service, $41,726 in salaries for reporters and news processors, predominantly in Boston, Providence and Bridgeport, and $17,165 for supplementary telephone, telegraph and other checking services. Mr. Spearman explained that the news service was set up as a separate organization primarily to escape tying up the whole system in case of legal trouble resulting from some item in the news broadcasts. Yankee has a five-year contract with INS for exclusive broadcasting rights on INS news service, and has permission to feed this news to all affiliated stations on the network, Mr. Shepard added.

Queried by Mr. Funkhouser on cross-examination, carried on concurrently as the exhibits were introduced, Mr. Shepard said he thought that using two names for the same network, as is substantially the case with Yankee and Colonial, was "no detriment to the public", but that use of the two names was definitely an aid in selling the advertiser, since in buying one or the other networks he would know definitely what coverage he was getting.

CLIENT and counsel, being John Shepard 3rd (left), president of Yankee Network, and Paul D. P. Spearman, former FCC general counsel, discussing the FCC Network Inquiry.

Discussing the contracts between stations and Yankee and Colonial, Mr. Shepard said the network pays them 30% of their gross card rate, with the network shouldering wire charges, except for WTIC, which gets 40% of its card rate, and WTAG, which gets the customary 30% on all time except the 7:30-8 p. m. period, for which it gets 40%.

Analyzing the return to stations and the network, he explained that of the gross dollar, with 30% going to the station, 20 to 25% for time discounts, 15% for agency commissions, and another 10% for sales commissions, the network has a final share of about 32%, from which it pays wire costs, overhead, and the expense of sustaining programs on the network. In the final analysis the station gets about 50% of the net revenue, he estimated.

Many Staff Orchestras Inferior, He Asserts

Concluding his testimony Feb. 24, Mr. Shepard analyzed a series of exhibits dealing with commercial and sustaining programs on the network during a typical week, outlining also the network's policies in regard to both commercial and sustaining features.

Asked by Mr. Funkhouser about the closed-shop agreement with AFM, Mr. Shepard said the union contract was executed because "we had a sword hanging over our heads" through a threatened strike. He pointed out that if it were not for the agreement, the network would not be spending the "approximately 5½%" of net revenue for full-time staff musicians on its four owned and operated stations. At the time the contract started, none of the four stations maintained a full-time staff orchestra, he said.

Pointing out that the quality of local staff orchestras generally is not as high as better known transcription orchestras, Mr. Shepard said he did not think listeners suffered from inferior program service since the staff orchestras are available to the station for only a short time each day, so "there is still plenty of time" for presenting high-quality music through transcriptions if necessary.

Outlining the Yankee Network Weather Service setup, Mr. Shepard said the network has installed a $44,000 shortwave station atop Mt. Washington, along with a $10,000 penthouse studio in Boston. Expenses run about $10,000 a year for the Mt. Washington station and more than $11,000 for the Boston studio, he estimated.

The weather information is carried on the network as a sustaining service, he said, with four-daily reports from Mt. Washington and others from Harvard University's Blue Hill meteorological observatory, U. S. Weather Bureau reports, and supplementary reports from various local communities gathered by telephone shortly before the regular weathercasts.

Telephone Line Cost Was $111,411 Last Year

Yankee paid $111,411 for telephone lines in 1938, Mr. Shepard said in discussing the line system used by Yankee and Colonial networks. Included in this amount was "about $20,000" paid for special wire services by stations and advertisers, he said.

In a lengthy discussion of sustaining programs, Mr. Shepard outlined in detail features originated for and carried on the Yankee and Colonial hookups, which he described as "not just the ordinary sustaining programs, but features of special interest to the New England public," including educational and religious discussions, sports events, interviews with well-known personalities, and special news coverage of disasters such as the 1938 New England hurricane.

Cross-examined by Mr. Funkhouser, Mr. Shepard outlined the relationship between the various organizations in the Shepard holdings, explaining that there were no connections in any other business outside of radio, such as agency or representative firms.

YANKEE PICKUPS
Via Ultra-high and Vermont Facilities Sought

SEEKING coverage in New England areas where network service is not now economically feasible because of high line charges with disproportionate revenue returns, Yankee Network plans to ask the FCC to allow the rebroadcasting of network programs, including commercial features "with their high-quality talent", via its new Mt. Asnebumskit frequency-modulated transmitter, John Shepard 3d told the FCC network inquiry committee Feb. 23 [BROADCASTING, Feb. 1].

Mr. Shepard explained that in addition to extended service resulting from the direct broadcasts from the Mt. Asnebumskit transmitter, which he said would be operating by April, further extension could be obtained by rebroadcasting over Vermont stations through a receiving antenna setup serving them in lieu of telephone lines. Network commercial programs carried by both the frequency modulated ultra-shortwave station and the rebroadcasting stations would be carried on a sustaining basis, with no revenue resulting for either station, he commented, although the next step, after the system had proved its efficient operation, would be to ask permission to carry the commercial programs for revenue.

The relay transmitter, in Boston, supplementing the Mt. Asnebumskit station, located near Paxton, Mass., will be completed and tested "within about three weeks", he said. The rebroadcasting idea may be extended to other stations on the network, supplanting the present "expensive" use of telephone lines in several instances, according to Mr. Shepard.

Reynolds Bill Proposes School Radio Systems

AS PART of his bill (S-594) to establish nautical academies for the training of youth in each State, Senator Reynolds (D-N.C.) proposes that each school have its own radio station for intercommunication and that four of the stations be "available as a coastal radio network for defensive purposes if needed as a screen against foreign radio penetration and propaganda in times of war or national emergency."

Broadcasts to ships and their passengers, officers and crews at sea, Senator Reynolds proposes, shall include "programs of a moral, educational and religious nature" and seagoing craft of all kinds would be encouraged by the Maritime Commission to install short wave receivers to get these programs, which would start and end with the national anthem. Government messages would be handled without cost, the proposed "Maritime Radio Service" to be available for delivery of messages to American embassies and consulates abroad.

Montana Libel Bill

A BILL relieving broadcast stations of responsibility for libel and slander uttered over their facilities by speakers on public questions, has passed both Houses of the Montana Legislature and is before Gov. Roy E. Ayres for signature. The bill (S. 1657) is similar in some respects to a measure pending before the Washington State Legislature.

JUST around the corner from the new N.A.B. Headquarters on K Street. In the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER
Connecticut Avenue at L Street
WASHINGTON, D. C.
R. L. POLLIO, Manager

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that

CHNS
HALIFAX . NOVA SCOTIA
Can do the job in its own city better than any other radio station located elsewhere.

"Hello, Ray Stricker" (Ruthrauff & Ryan, Inc.)

Did You say MARKET ?
Yep, Vermont's O.K. Got 359,000 population. BUT . . . did you know that WMBD alone covers the "PEORIAREA" that has 605,646 population? And the second richest county in the U. S. in value of Cereal Crops!
Free & Peters, Inc. Nat. Reps.
WMBD
PEORIA
MEMBER CBS NETWORK

Concluding Days of MBS Hearing

(Continued from page 64)

optional facilities, while for the entire network, excluding stations claimed by NBC or CBS, it dropped to 3.5% to 4%.

Similar computations of the daytime 2 millivolt coverage indicated only ¼ of 1% duplication for the basic stations, from 3.3% to 6.9% for combinations of supplementary facilities, 8.7% to 10.7% for the entire network, and 1.25% for the entire network, exclusive of stations claimed by NBC or CBS.

Maps Show Contours Of WGN and WOR

Mr. Davis' figures on nighttime primary coverage of the basic network indicated only 0.36% duplication, from 3.5% to 5.3% for supplementary facilities, from 7.3% to 7.6% for the entire network, and 1.5%, minus stations claimed by NBC or CBS. He explained that there were no instances of duplication in the 10 millivolt areas, either day or night, of stations on the network.

Illustrating the night primary coverage of 196 independent stations in cities having no full-time or share-time MBS outlet, Mr. Davis pointed out that by including locals, time-sharing and specified-hour stations, only about 12,700,000 potential interference-free population could be acquired by MBS by extending affiliation to all stations not now affiliated with some national network.

He also presented a tabulation showing the number of stations in the various cities, their classifications, and the stations on the major networks for each city having a 1930 census population above 50,000. He continued by listing 70 cities of 50,000 or more population in which MBS has no outlet and in which no independent full-time outlet is available, along with a further breakdown showing MBS part-time facilities.

He concluded his presentation with a series of maps showing comparative contours of WGN and WOR in relation to WLW operating at both 50 and 500 kw., and a supplementary picture of the duplication situation with various combinations of Texas State Network stations.

Bamberger Ownership Outlined by Mr. McCosker

Alfred J. McCosker, president of Bamberger Broadcasting Service Inc., licensee of WOR, and chairman of the board of MBS, concluded the MBS case with a brief appearance Feb. 15. Outlining his 16 years in radio, from his first association with WOR in 1923, along with an account of his earlier experience in the newspaper, public relations and theatre fields, he declared that his business interests since then have been confined "entirely to the broadcasting business".

Under direct examination by Mr. Scott, Mr. McCosker presented a list of the officers, directors and stockholders of Bamberger Broadcasting Service, L. Bamberger & Co., and R. H. Macy & Co., the parent organization. As officers of Bamberger Broadcasting Service he listed, in addition to himself as president, Theodore C. Streibert, vice-president and general manager of WOR; Frank Braucher, vice-president (in charge of sales); Hector Suyker, treasurer, and J. R. Poppele, secretary and WOR chief engineer. The board of directors, he said, included these five officers, William J. Wells, president of L. Bamberger & Co., and Richard Weil Jr., vice-president and secretary of L. Bamberger & Co. With each of the seven board members holding one share of stock in Bamberger Broadcasting Service, L. Bamberger & Co. owns the remaining 1,993 shares, he explained, adding that R. H. Macy & Co., the parent organization, in turn holds 499,989 of the 500,000 shares of L. Bamberger & Co. With more than 12,000 stockholders in R. H. Macy & Co., he explained further that no one person, firm, or corporation holds as much as 10% of the 1,657,554 shares of common stock outstanding except Percy S. Straus, Macy president, who holds 191,705 shares or 11.5%.

He explained that he was "completely in accord" with Mr. Macfarlane's comments on MBS operation, and queried on cross-examination by S. King Funkhouser, recently appointed FCC special counsel, he reiterated the advantages, from the standpoint of public interest and station benefits, of the MBS network plan.

Favors Term Limitation On Network Contracts

Terming the present exclusive and restrictive contract situation an "insuperable obstacle . . . and unfair competition to us, judged by MBS's inability to overcome it", Mr. McCosker declared that if competition is to exist between the networks, "something must be done about such unfair contracts".

He recommended a term limitation of one or two years, rather than the present five, on exclusive contracts as a solution to the problem. Declaring that 99% of MBS contracts are non-exclusive, he explained that the only exclusive contract, on a bilateral basis with Don Lee, was "no longer necessary" so far as the network was concerned, and it would not object to operating on a 100% non-exclusive basis.

Continuing, he listed as other remedies a greater effort, both on the part of stations and networks, to live up to the Commission's expectations of good service; modification of network options on best listening times; improving programs, and hence extending public service, by giving the stations a greater share of the network dollar, thus giving the station more money to produce better programs.

Answering queries by Commissioner Paul A. Walker and Mr. Funkhouser, Mr. McCosker said that although it was "a good idea" to make "events of transcendent national importance", such as a Presidential address, available simultaneously on all networks, it would probably be less desirable to make individual outstanding educational programs, such as *Nation's School of the Air*, available to all networks, since this might work to discourage development of other programs which in time could rival or even surpass the present features.

"TOPS"
IN INNER CALIFORNIA
THE
McCLATCHY STATIONS
KFBK Sacramento · KWG Stockton · KMJ Fresno
KERN Bakersfield
Represented By
Paul H. Raymer Company

The Truth Will Out!

• More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of . . . . .

WGES
In The Heart of Chicago

HERE'S THE PROFITS FROM FIELD 7, LEM!

What with fertile soil, favorable climate and modern farming, our hayseeds have just about everything they need for making big money—as easy as it's made anywhere else today! And they've also an important instinct for spending it! In fact, retail purchases of Red River Valley people come to $343,900,000, annually!

WDAY, by itself, delivers the whole Valley in one audience, at one nominal cost. Write for all the facts, today!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

AFRA Organizes West Coast; Disc Firms Next on the List

Many New Members Claimed by Hollywood Chapter As Mrs. Holt Directs Unionization Drive

By DAVID GLICKMAN

ORGANIZATION of West Coast regional networks and local radio stations by American Federation of Radio Artists got under way Feb. 21 following a mass meeting the night before of Los Angeles Chapter members in Hollywood, at which Mrs. Emily Holt, executive national secretary, outlined new drive for extension of unionization.

Mrs. Holt said the organizational drive to set scales and working conditions would encompass 11 Western States. Exact demands to be made on regional networks and local stations, she said, will depend upon a coordination of Hollywood and San Francisco problems. Contracts with transcription firms will be the next objective, she stated.

At press time, negotiations with KNX, the CBS Hollywood station, covering writers, announcers, sound effects engineers and directors, were nearing the signing point. With that station signed, attention was to be centered on KFI-KECA, the NBC Red and Blue network affiliates and KHJ, owned and operated by Don Lee network, all in Los Angeles, and then extend to independents in Southern California.

Many New Members

Mrs. Holt urged the Los Angeles chapter to give the regional and local programs the same support which AFRA was guaranteed by Equity, Screen Actors Guild and American Guild of Musical Artists, and to that end, she said, the radio union will extend its influence to every broadcasting city.

Laurence Beilenson, attorney for SAG and AFRA, warned Los Angeles chapter members to use discretion in employing power granted them by transcontinental contracts. Mass meetings of Los Angeles chapter, over which Carlton KaDell, president, presided, gave Mrs. Holt a rising vote of thanks for her AFRC activity in securing network and commercial contracts.

Since the AFRA agreement with agencies and networks went into effect, dozens of Hollywood film and radio players are said to have joined the union. AFRA had 35 team captains assigned to check 24 transcontinental shows originating from Hollywood during the first week following inauguration of the code. Talent not already signed applied for membership before going on their respective programs.

Screen Actors Guild guest talent on the CBS *Hollywood Guild* program, sponsored by Gulf Oil Corp. who donate services both for rehearsals and performance, is no exception, it was stated. Gulf Oil Corp. contributes $10,000 weekly to Motion Picture Relief Fund, and although AFRA recognizes full worthiness of the cause involved, Los Angeles chapter executives stated that regulations of the radio artists organization demands that all performers appearing on transcontinental broadcasts be members. It was declared that no exceptions could be made, even though the show was a benefit and presented by SAG, which has been one of the chief supporters of AFRA since the latter organization's inception.

Paul Taylor's Chorus of 16 voices has been dropped from NBC Kraft Music Hall, sponsored Kraft Phenix Cheese Corp. to keep program within budget requirements, according to J. Walter Thompson Co., Hollywood executives. Contract put in force by AFRA is said to have forced the agency to eliminate this musical feature. It was stated that the agency would eliminate all choral groups from its network shows. Taylor's Chorus in all probability will continue on *Gilmore Circus*, sponsored by Gilmore Oil Co. on NBC-Pacific Red network, since AFRA's scale for transcontinental shows differs from those for coast network release.

Feb. Program Rankings

ACCORDING to the current program ratings issued by C. E. Hooper Inc., New York, the two top-ranking programs as of February, 1939, are the *Chase and Sanborn Hour* and the *Jell-O* program, both leaders for the same month last year. In third and fourth place are the *Kraft Music Hall* and the *Lux Radio Theatre*, also in similar positions as in 1938, while the *Grape Nuts* program, fifth last year, gave way to *Fibber McGee & Molly* for February, 1939. Also revealed by the Hooper Radio Report was the fact that "network competition" is currently making itself felt in the case of *The O'Neills*, a daytime leader which since October has been sharing time with another network program, *Her Honor, Nancy James*. Other periods of broadcast time which have been affected by the advent of new programs are: Phil Baker on Saturday, 9-9:30 p. m.; *Hollywood Guild* program on Sunday, 7:30-8 p. m.; and the Kellogg Co.'s *The Circle* on Sunday, 10-10:30 p. m.

CHALLENGING previous spot sales records, KRBC, Abilene, Tex., reports its contract with local Lester's Credit Jewelers for 14 spots per day for a year, a total of 5,110 announcements, with six-daily supplementary announcements at seasonal peaks bringing the grand total to about 5,600.

CHICAGO DISPUTES AFRA JURISDICTION

JURISDICTIONAL dispute between the American Federation of Musicians and AFRA broke out in Chicago the week of Feb. 20 and had not been settled as BROADCASTING went to press. Affiliates of AFL, unions were disputing the status of musical organizations whose members play and sing or talk over the air. AFM Local 10 ruled that its members would have to withdraw from AFRA or AFM, since they could not be members of both unions. Singers, such as hillbilly performers who accompany themselves instrumentally, formed the target and it is understood many of them resigned from AFRA.

The new commercial contracts require singers and actors to be members of AFRA. Chicago AFRA officials would not comment on the status of AFM members not members of AFRA who play and sing on sponsored programs.

Meanwhile, AFRA continued its negotiations with WGN, MBS-Chicago outlet, under its proposal to sign MBS key stations individually and not as a network [BROADCASTING, Feb. 15]. Announcers, producers and sound effects men of WBBM, Chicago, continue as associate members of AFM. AFRA is continuing its negotiations with the WBBM producers and sound effects men.

AFRA Completing New York Contracts; Ironing Out Various Code Provisions

EVERY advertising agency and program producer placing commercial programs on NBC or CBS has signed either the Code of Fair Practice of the American Federation of Radio Artists or the letter of acceptance, according to George Heller, assistant executive secretary of AFRA, and nearly all the companies placing programs on WOR have also signed, with expectations that the entire group will have come in by the end of February.

Contracts identical with those signed by NBC and CBS, covering the employment of performers on both sustaining and commercial programs broadcast on WOR, were signed Feb. 16 by Alfred J. McCosker, president, for the station and accepted by Heller for the union.

Removing the Fog

Negotiations with Mutual key stations in Chicago and Los Angeles are under way but contracts have not been signed, according to Heller who said that since the code went into effect at NBC and CBS on Feb. 12 AFRA executives have spent practically their entire time with agencies and producers, interpreting the provisions of the code and their applications to specific situations. Since the acceptance of the code and the prevention of a national strike, the union's relations with the agencies have been most friendly, he said, and while ironing out some of the details has taken a lot of work and much discussion there have been no serious arguments.

Proof of the union's willingness to cooperate was indicated when it gave permission for George M. Cohan to appear on the Ethyl Gasoline Corp. *Tune-Up Time* program on CBS Feb. 23. When Cohan refused to join AFRA, just as he had opposed Equity 20 years before, AFRA gave BBDO a waiver on the performance, explaining that since the contract for Cohan's appearance on the broadcast had been arranged prior to the time the code went into effect AFRA was willing to make this a special exception in order to avoid putting the agency in a jam. In the future however, the union will insist on a membership card from Cohan before he will be permitted to broadcast, Heller said.

Asked about the union stand on such programs as the Wheeling Steel show on Mutual, in which the company employes furnish the entertainment, Heller replied that since this particular program does not originate from one of the four key cities specified in the contracts with the networks (New York, Chicago, Los Angeles and San Francisco) it does not concern AFRA. However, he added, employes of Consolidated Edison Co. appearing on the *Around New York* broadcasts of this company on WJZ, New York, are all AFRA members.

Asked if the code had curtailed employment for actors as had been predicted by agencies, Heller said that as far as he knew it had not, but that it was as yet too early for any such effects to show up. NBC reported that American Home Products Corp. had cancelled the repeat broadcasts of *John's Other Wife* and *Just Plain Bill* on six western stations effective March 24, because the limited market reached did not warrant the cost of the rebroadcast under the code, which calls for a minimum payment of $10 for each actor for a rebroadcast of a 15-minute program. Although fears were expressed that this might be the forerunner of a number of such cancellations, with the possible effect of depriving West Coast listeners of all daytime serials broadcast in the East during the morning hours, these are the only programs whose rebroadcasts have been curtailed on NBC. CBS has had no cancellations.

Makers of transcriptions, logically the next group to be subjected to the union's demands, have not yet been approached by AFRA, Heller said, adding that the union executives would not go after any further expansion until all details resulting from their agency contracts for network programs have been completely settled.

R. B. Bottom Is Named New President of WGH

ELECTION of Raymond B. Bottom, publisher of the *Daily Press* and *Times Herald* of Newport News, as president of WGH, control of which the newspapers recently acquired by purchase from James W. Baldwin, former NAB managing director, was announced Feb. 24. E. E. Bishop, general manager of the station and part-owner, continues in that capacity as vice-president. W. R. Van Buren was elected secretary-treasurer. Directors include C. G. Marshall, of Washington, associate publisher of the *Pathfinder Magazine*, and H. L. Collier. Messrs. Collier and Van Buren are also officers of the Daily Press Inc., publisher of the newspapers.

Beginning Feb. 27 news broadcasts by WGH will originate in the news room of the two newspapers. G. Edward Travis, formerly of the *Times Herald* staff, will devote full time to the newscasts. Associated Press reports will be used, replacing Transradio.

NBC Studies Use Of Films in Video

Confers With Screen Industry On Plans for Cooperation

THE POSSIBLE use of films in television, both as a means of efficiently presenting programs for the home audience and as a method of making the same program available to more than one television station, pending the development of network video broadcasting, has been the subject of many recent discussions between executives of NBC's television department and the officials of a number of motion picture producing companies, according to C. W. Farrier, NBC television coordinator.

"The problem is not an easy one," he said, "nor its solution obvious. Very few pictures produced for showing in motion picture theatres are suitable for broadcasting. In fact, a search of all the film material available produced only 25 hours that can be used as broadcast material.

Cost of Production

"Pictures made for television will have to be produced specially for this medium along lines quite different from those now followed by the film industry and to find and develop this new technique will require close cooperation of both broadcaster and movie producer. For that reason NBC has offered to cooperate in every way with any picture studio which is interested in experimenting in building entertainment for this new medium."

Among the studios whose executives have visited NBC to discuss the problem are Selznick, Columbia, Disney and RKO-Radio, the last company having already produced a special short version of *Gunga Din* which NBC will broadcast shortly after the inauguration of its regular television schedule the end of April.

The expense of programming for television is a major factor in limiting the number of applications for video stations, Mr. Farrier believes. Many broadcasters would be willing to take a chance on building and operating television transmitters, he thinks, if inexpensive programs were available to them, but they are unwilling to risk the extra expense involved in programming until such time as either through films or a network the heavy cost of producing video entertainment can be divided among a number of stations.

NOTICE:—

WSYR

of

Syracuse

will go on

Daylight Saving

Time

this summer

NAB Convention

(*Continued from Page 11*)

in detail by qualified broadcasters or NAB spokesmen. These would encompass legislation, copyright, libel and slander, business subjects and other pressing issues.

Under the NAB by-laws, district directors representing the 17 districts are elected for two-year terms. However, at the convention last February, when the NAB was reorganized and provision made for hiring a paid president, eight of the 17 district directors were designated for one-year terms, the others for two-year terms. Directors-at-large are elected annually.

Pursuant to the by-laws, those eight districts which have one-year directors must meet at least 30 days prior to the convention, or by mid-June and elect their district directors. Notice of these meetings must be given at least 60 days earlier. The directors standing for reelection this year will be John Shepard 3d, Yankee Network, for District 1; Clair McCollough, WDEL, Wilmington, for District 3; W. Walter Tison, WFLA, Tampa, for District 5; Walter J. Damm, WTMJ, Milwaukee, for District 9; Earl H. Gammons, WCCO, Minneapolis, for District 11; O. L. Taylor, KGNC, Amarillo, for District 13; Ralph R. Brunton, KJBS, San Francisco, for District 15; C. W. Myers, KOIN-KALE, Portland, for District 17.

Directors at large whose terms expire with the July convention are Harold V. Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, for clear channel stations; Frank M. Russell, NBC vice-president, and Elliott Roosevelt, Hearst Radio, for regional stations; and John Elmer, WCBM, Baltimore, and Edward A. Allen, WLVA, Lynchburg, for local stations. Nominations for these posts will be made by a committee of regional directors to be appointed by President Miller in advance of the convention.

Most important, aside from the actual agenda at the convention, will be President Miller's accounting of his stewardship during his first year in office. He took over the NAB helm last June.

New Watkins Serial

R. L. WATKINS Co., New York, has launched a new dramatic serial on NBC-Blue, *Orphans of Divorce*, starring Margaret Anglin, one of the theatre's most distinguished actresses, in the leading role. Program is broadcast 7-7:30 Monday evenings, replacing *Alias Jimmy Valentine* which the company formerly presented at this time. With the change in program, 11 stations were added to the network, earning the sponsor a 15% discount in accordance with NBC's plan for encouraging the use of Blue supplementary groups. Series advertises Dr. Lyons toothpowder, for which the company, a Sterling Product unit, also presents *Manhattan Merry-Go-Round* on NBC-Red, from 9 to 9:30 p. m. Sundays, and *Backstage Wife*, also on the Red, from 4 to 4:15 five afternoons a week. Blackett-Sample-Hummert, New York, is the agency.

Competent and Complete Acoustical Service

IS OFFERED YOU BY USG

To meet today's exacting standards for high fidelity broadcasting, this studio utilizes the USG system of Sound Control

COMPLETENESS of service—plus *competence*—are two important things in seeking acoustical consultation or advice. You get both from USG. USG offers you a complete acoustical service . . . materials and methods that fit your needs today and tomorrow . . . a system containing vital, exclusive features both for absorbing noise within the studio and for preventing sound transmission between studios. And USG has the *competence* which assures your lasting satisfaction . . . for every USG material and method is the outgrowth of long research and wide practical experience.

Investigate the USG system of sound control—the system which gives you the right number of sound-absorption units at various frequencies in each studio, and which includes the highly effective, patented, full-floating wall and ceiling construction.

USG consultation service is always available for your use, and it costs you nothing. Call or write us about *your* problems—USG stands ready to aid you.

UNITED STATES GYPSUM COMPANY

300 West Adams Street, Chicago, Illinois B-3-1

WKY's Chickens

WHEN Oklahoma City police were about to release an alleged chicken thief because nobody could identify his ruffled booty, a rural couple appeared at the police station and announced they had heard about the capture through a WKY broadcast. After they had identified some of the 31 chickens the thief confessed. "I'd been all right," he said, "if it hadn't been for that radio station. Say, do any of them WKY men have a hen house?"

Business is Good

IN

SALT LAKE CITY

Largest and richest market between Denver and the Pacific Coast.

It's particularly good for advertisers using the

5,000 WATTS daytime LESS WATTS night

POPULAR STATION . . .

KDYL

The Popular Station SALT LAKE CITY

NBC RED NETWORK

Representative John Blair & Co.

Congress and FCC

(*Continued from page 12*)

ing, including television and facsimile, while the Division of Private Communication would handle common carriers, both radio and wire, and related functions. Senator White called this a recognition of the fundamental differences in the types of communications involved.

Under the White bill the chairman, instead of having plenary authority as proposed in the Wheeler measure, actually would be an administrative officer and would coordinate all of the work of the Commission except the determination of cases before the separate divisions. Experience has demonstrated, Senator White said, that a chairman cannot devote the time and attention necessary to a proper handling of technical and contested questions and at the same time efficiently discharge other duties of a chairman.

To settle once and for all the question of longer licenses, the White bill proposes a minimum one-year license with a maximum three years for broadcasting. The present law permits three-year licenses but the Commission has issued them for only six-month periods. Chairman McNinch recently stated he felt a majority of the Commission opposed longer licenses.

Unlike the Wheeler bill, the White measure simply provides for abolition of the offices now held by present members of the FCC and for the appointment of 11 new members. The Wheeler bill, on the other hand, provides for abolition of the Commission and the change of its name to the Federal Communications & Radio Commission.

Picking a Chairman

Although the White bill provides for two separate autonomous divisions, which in fact would be two separate Commissions, no provision is made for the designation of chairmen of the respective divisions or for a vice-chairman of the full Commission. Senator White answers this and other apparent procedural discrepancies with the statement that the bill can only be regarded as a rather rough draft. It is understood that the plan envisioned election of the chairmen of the respective divisions by the division membership and that these chairmen should also serve ex-officio as vice-chairmen of the full Commission. The chairman of the full Commission would serve ex-officio and without vote as a chairman of both divisions, as the bill is now framed. In the case of a vacancy in either of the divisions, the chairman temporarily would serve on the division.

The chairman would be appointed by the President to serve for two years and would draw a salary of $12,000. The chairman subsequently appointed would serve for six years. The five members of each division would be appointed for terms of two, three, four, five and six years respectively and reappointed for six-year terms. Their salaries would be $10,000 per year. Not more than seven members of the Commission and not more than three members of each division would be members of the same political party.

In defining the functions of the Division of Public Communications (broadcasting), the bill states the division would have jurisdiction over all matters relating to wire and radio communications intended to be received by the public directly or by the intermediary of relay stations. This presumably would also encompass such services as wired radio if in interstate commerce. It would also cover network operations, since it extends to relay stations. The divisions' activities also would encompass judicial or quasi-judicial proceedings, in this respect also broadening the scope of the present Commission's jurisdiction.

Libel Provisions

The 11-man Commission would have jurisdiction over allocations to various services, over rules and regulations of general application, including procedural rules, over ship communications, over amateurs, and over miscellaneous services. It would also handle all matters not otherwise assigned specifically to the two statutory divisions and would adjust any conflicts as to jurisdiction between divisions.

The only important change in the "substantive" provisions of the existing law advanced by Senator White deal with libel and slander and the political section of the Act. He told the Senate he proposed these changes because of the controversy over the question of discussion of public matters over the air.

Broadcaster's Burden

Some construe the present provision as imposing upon broadcasters the duty of accepting and broadcasting slanderous or libelous material when submitted by a candidate for public office, even though the station might become liable for damages or in criminal proceedings under state laws. To clarify this section, Senator White explained he had added a new section which provides that although no licensee shall have the power to censor, alter or in any way affect or control the political or partisan trend of the material, he nevertheless should not be required to broadcast any material submitted by a candidate which is slanderous or libelous or otherwise actionable under local, State or Federal law. The provision specifies that the licensee can demand a complete and accurate copy of the material

THAT OLD saw about what the Governor of North Carolina said to the Governor of South Carolina jumped right out of the book and into a radio interview on George Washington's birthday. It happened in Charlotte, and WBT's general manager, Lincoln Dellar was the impresario. Left to right are North Carolina's Governor, Clyde R. Hoey, Mr. Dellar, Governor Burnet Maybank of South Carolina, and WBT's program director Charles Crutchfield. Members of the North Carolina legislature met in Charlotte for the first time on Washington's birthday, and Neighbor-Governor Maybank was honor guest. Asking what the Gov. of N. C. might ask the Gov. of S. C., Dellar got the response: "Why I'd invite him to have a drink with me—but a *soft* drink". (Hoey's a confirmed prohibitionist.) It was the first time the two governors met before a mike, or in public. WBT also figured in a "command performance" voted by the legislators, with the *Briarhoppers*, hillbilly troupe on WBT, invited by joint resolution of both houses to entertain the solons en route from the capital at Raleigh.

2,300,000 New Englanders

comprise the potential listening audience of station

WLAW

Lawrence, Massachusetts

680 Kilocycles 1,000 Watts

News

is your best bet

TRANSRADIO

a sufficient time in advance to permit an examination and deletion of any material necessary to conform to the new requirement.

An entirely new section would require identification of the speaker in the case of broadcasts dealing with public or political questions, together with the announcement of the names of persons or organizations in whose behalf the broadcast is made. Announcements of this nature would be required at the beginning and the end of each broadcast. Public officials, whether local, state or national, elective or appointive, would be announced by name and office, and designation must be made whether the office is elective or appointive and by what political unit or public officer the power of election or appointment is exercised. The purpose, Senator White explained, is to acquaint the audience with full particulars as to the origin of a political or controversial talk.

Appellate Changes

Considerably broadened would be the appellate provisions of the existing Act. Much importance attaches to these proposals since the newly reorganized FCC Law Department is currently involved in the courts on issues affecting the right of particular applicants to procure court jurisdiction. Cases in point include the effort of WLW to stay the effect of the Commission's decision ordering its reduction in power from 500 to 50 kw. and the appeal of KSFO, San Francisco, from the FCC decision denying the CBS application to lease the station. In each instance the FCC contends there is no appealable interest.

The White bill, however, provides for appeals from any instrument of authorization issued by the Commission for the construction or operation of a station whose application is denied, including assignments or transfers of control, experimental or temporary authorizations, revocations, suspensions or modifications.

Private counsel have contended the Commission's view of no appealable interest in such cases is erroneous. The provisions of the White bill would settle that point.

Indicating further the autonomy of the two divisions, is a new provision dealing with motions for reconsideration or hearing. This provides that the petition for reconsideration in any matter determined by a division shall be reconsidered by the division, rather than the full Commission. It is also provided that petitions for rehearing must be filed within 30 days from the effective date of any decision and would automatically stay the effective date of the Commission's action.

Examiners Revived

The final provision of the White bill would restore the examiners reports in all adversary proceedings. While it does not specifically provide for appointment of examiners—specifying merely that any qualified employe of the Commission can hold hearings—it nevertheless requires the person conducting a hearing to file a report setting out all basic or evidentiary

NO SHORT weight here as Arthur Fulton, sound effects engineer of Aerogram Corp., Hollywood transcription concern, and bewildered father of Jerome and Eugene, keeps daily tab on the weight of his twin sons. They were born Jan. 23 and were Hollywood's first twins for 1939.

facts developed by the evidence as well as "conclusions of fact and of law upon each issue submitted for hearing." This provision in effect would countermand Chairman McNinch's recent abolition of the Examining Division, under which the Commission does not use the examiners' reports procedure but instead adopts proposed findings of fact as grounds for decision.

It did not take long for opposition to develop to the Wheeler bill after its introduction Feb. 9, at which time Senator Wheeler issued a statement in which he espoused the three-man Commission idea. [BROADCASTING, Feb. 15]. The legislative committee of the NAB immediately got together under the chairmanship of John A. Kennedy, WCHS, Charleston, W. Va. Following several conferences with Senator Wheeler and with Chairman McNinch, the Committee was asked to submit recommendations to the Senate Committee chairman which might be considered in revising the McNinch-Wheeler draft.

Wheeler Not Dogmatic

Chairman Wheeler stated he was willing to make concessions on demands from the industry for changes in the bill. He told the NAB group he would be glad to give serious study to any suggestions it might advance.

"I am not dogmatic about the bill," he declared, "and I will remain open-minded on the subject pending presentation by the industry of its official argument on the type of setup they favor." He reaffirmed his faith in a smaller Commission, pointing out that arguments have been made for a larger board. He said he felt a smaller Commission is conducive to greater efficiency.

"If it were not for the fact that the industry itself is in favor of a non-partisan Commission, I would advocate a one-man administration to supervise radio, telephone and telegraph," he asserted. The present Commission is "weak and inefficient," he added, and has been "plagued by politics" ever since its inception.

Senator White's statement on the Wheeler bill was issued Feb. 17—just four days before he introduced his own measure. Calling the bill primarily the handiwork of Chairman McNinch, Senator White said that it did not reflect the "considered judgment" of any person informed as to the communication problems and did not make a contribution to the communications services of the country. He held that Chairman McNinch had contradicted himself and repudiated previous expressions he had made in connection with the FCC. He pointed out that in abolishing the divisions of the Commission in 1937, Chairman McNinch had brought out that the aggregate wisdom and judgment of seven minds is "surely greater than any two or three of the seven." Now, however, "he is advocating a three-man Commission", said the Senator.

Senator White called the McNinch-Wheeler proposal a "legislative purge of commissioners of independence and courage". He said that, stripped of all pretense, the bill is designed to vest in one man authority over the vast communications of the country and in particular a "life and death power over broadcasting, one of the two means of reaching the mind and influencing the thought of America." He added the bill makes contribution only "to the political efficiency of the Commission".

"No statutory change is necessary in order to make effective the framework and administrative machinery of the Commission," he continued. "It does require legislation to abolish the present Commission of seven and to create a Commission of three and to centralize power in the chairman as is now proposed. It does require legislation to force out of office men who think for themselves and who act independently and courageously. These are the real reasons for the McNinch bill."

SAGE Sayings about Maine's Oldest Station

"Add the tried and true loyalty of WABI listeners to the sales potential of a market that's just humming with activity. Well, then, mister, what's the answer?

"The answer is RESULTS . . . the famous WABI kind. Are you wise to them?"

Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

WFBL SCORES 3-Hour Beat

. . . On Syracuse Story of the Year

WFBL was first on the scene by more than three hours at the biggest local story of the year—the Collin's Block fire. And WFBL men stayed on the scene hour after hour, day after day. They gave listeners eye-witness reports of the disaster which held the interest of Syracuse for a full week.

This is another reason why WFBL is the favorite station of the majority of Syracuse listeners. For WFBL brings the best of national programs and seasons them with plenty of local color. If you want to cover the rich Syracuse and Central New York market, in an inexpensive way, sell your product over WFBL.

Write for rates and time available to WFBL, Syracuse, N. Y. or Free & Peters, Inc., national representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

General Hearing on Television Likely To Be Held This Spring

May Date Considered for Study by FCC Group; Technical Standards, Spectrum Are Problems

THE FIRST general hearing on television, to appraise its present status and to project standards for its orderly growth as a public service, are likely this spring—perhaps in May.

The FCC committee of three, to which was referred the whole matter of television development, is inclined to favor a general conference and is expected to make such a recommendation to the full Commission in the near future. The committee comprises Craven, chairman, Brown and Case.

Among matters referred to the committee are adoption of technical standards to govern television so that all receivers would conform to transmitters, to protect the public against obsolescence for a definite period, perhaps three to five years.

A second matter, involving application of WTMJ, Milwaukee, for an ultra-high frequency television station, was that of authorizing experimental operations to test public reaction. Current rules prescribe that television experimenters must engage in technical research designed to aid advancement of the art.

The Spectrum Problem

Because many problems, technical as well as economic, are involved in adoption of a policy to nurture television, committee members apparently feel a public hearing is desirable before regulations are finally adopted.

Also important technically is the limited spectrum available for visual broadcasts. At present 19 channels of six megacycles each are staked off for ultimate television use. In the present state of the television art, it is generally conceded these channels would not accommodate national television service with competitive facilities in larger cities. Despite the limited coverage of the ultra-high frequencies, there would not be sufficient geographical or frequency separation, particularly in the congested East, to afford diversified service.

Economic and policy problems are staggering, with no definite solutions in sight. Not the least important is competition with other established industries. Most likely to be affected would be motion pictures and newspapers. Whether television would cut into motion pictures to any appreciable extent is still problematical, but it is known that the movie industry has been jittery since the recent strides made by visual radio.

Some tapering of national lineage in newspapers has been attributed to sound broadcasting, though local lineage generally has accelerated. The note of concern injected in some circles over imminent television is that it will cut into local lineage such as department store display, groceries and other merchandising—since in addition to the ear appeal, radio then would offer an eye appeal in the display of wares.

These two phases admittedly are in the conjectural realm but because they are present at least in some quarters, it is felt that the entire economic and competitive problem should be fully exposed at a public hearing.

Yet another policy problem eventually destined to come into the open is that of specific allocations. The question there is whether broadcasters, motion picture exhibitors, newspapers or any other group should be regarded as the most desirable types of prospective licensees. Broadcasters, as evidenced by activity of the major networks and applications of independent stations such as WTMJ, have taken the initiative on the theory that television, as a radio service, is the rightful inheritance of the broadcaster. The motion picture industry, to a less marked extent, has espoused the view that television falls in its sphere of operation and there have been several tie-ups of film companies with television experimenters.

The FCC committee has conferred recently with the Engineering Committee of the Radio Manufacturers Assn. in connection with standards. This matter is being given further study by the RMA group, particularly in the light of allocation phases.

PRAYER FOR RADIO
Uttered by Colorado Bishop On KLZ Program

A PRAYER for "the right use of radio" has been authorized by the Right Rev. Fred Ingley, bishop of the Episcopal Diocese of Colorado. The Bishop addressed the diocesan convention in Denver recently. KLZ expressed sympathy with the Bishop's ideas of the use of radio in Christian education. A talk on KLZ was scheduled and the Bishop was heard Feb. 25, first Sunday in Lent. His prayer was:

"O God of all creation, by whose guidance and inspiration men of genius are bringing the whole world into intimate contact and fellowship; direct us, we pray Thee, into a right use of the Radio; that, putting away from us those things that are hurtful, we may engraft into our hearts and impress upon our minds, whatsoever things are pure and lovely and of good report, that they may bring forth in us the fruit of good living, to Thy glory and our comfort through the meditation of Thy Son Jesus Christ our Lord."

Muzak to Expand

MUZAK Inc., wire entertainment service, heretofore confined to New York City, is planning to expand its service to key cities in the East during the next two months and has tentative ideas of expanding coast-to-coast during 1939. A group of hotels and restaurants have already signed for the service in Newark, which will be the first city to use it. Philadelphia and Boston will follow shortly, each having its own unit. Warner Bros., owners of Muzak, are responsible for the expansion, feeling such a successful service should not be confined to one section.

WEVD Starts Program To Combat Demagogues

WITH the avowed purpose of "combating the demagogic, anti-democratic and anti-semitic campaign of Father Coughlin and his allies," WEVD, New York, on Feb. 16 began a weekly Thursday night series of half-hour programs titled *Free Speech Forum* in which Rev. W. C. Kernan, Episcopal minister of Bayonne, N. J., was the first speaker. Since the discontinuance of the Coughlin broadcasts by WMCA, New York, the Detroit priest's Sunday afternoon discourses are now carried on WHBI, Newark, with an evening rebroadcast by transcription on WWRL, Woodside, N. Y. WHBI, however, is also carrying a new Monday night series of replies to Coughlin under auspices of the American League for Peace and Democracy.

Meanwhile, picketing of WMCA continues each Sunday, with the marchers alternately also demonstrating before the studios of CBS and WOR. At the Feb. 20 Madison Square Garden Nazi Bund meeting, where President Roosevelt and other Government officials were hissed and Hitler was cheered, it was reported that loudest cheers were for Fr. Coughlin. James Wheeler-Hill, Bund secretary, asked the gathering to help Fr. Coughlin by picketing WMCA. On Feb. 26 the pickets numbered only about 200 due to rain.

Institute Adds 9

UTILITIES Engineering Institute, Chicago, has increased its spot campaign to 33 stations, latest additions including KNX WEEI WKRC WHB KLRA KOMA WSAN CFNC CJRN. Series varies from one to three weekly quarter-hour discs titled *Music for Men*. First United Broadcasters, Chicago, is agency.

Sixth Show on CBS

PROCTER & GAMBLE, Cincinnati, will be sponsoring six programs on CBS when on March 6 it starts *Manhattan Mother* for Chipso on ten CBS stations, Mondays through Fridays, 9:15-9:30 a. m. Pedlar & Ryan, New York, is the agency in charge of Chipso advertising.

Main Television Problem, Says Lohr, Will Be to Keep Down Initial Expense

KEEPING costs down will be the chief objective of those in charge of the experimental television broadcasts to be started this spring by NBC, President Lenox R. Lohr asserted recently. NBC's contemplated two hours a week of sight broadcasts will entail the expenditure of approximately $1,000,000 a year, he said, and under pressure from dealers wishing to increase sales of video receivers or from competitive television broadcasters for better programs and more time on the air it would be extremely easy to toss in a few hundred thousand dollars here and there until the new medium was hopelessly in the red.

Dodging Bankruptcy

Pointing out that the least expensive motion picture costs in the neighborhood of $3,000 a minute, with the most costly pictures averaging more than $25,000 for each minute of screen time, Maj. Lohr said that television must find some way of cutting those costs to about $50 a minute before it can begin to worry about increasing the quality of its entertainment. Since it will be at least a few years (five is his own guess) before television will be in a position to ask for support from advertisers, economy will be the watchword of the sight broadcasters, unless they are all going to end up in the bankruptcy courts, he stated. NBC will request lower wage scales for television work from the American Federation of Musicians and other unions than those paid for sound broadcasting, he said.

If for no other reason that that it would double costs, RCA has no plans of setting up a separate corporation to handle television only, Maj. Lohr declared, scotching a frequently recurring rumor that such plans were under way. Neither will there be a separate television organization within NBC, he said, and for much the same reason. Instead, television will be handled along with sound broadcasting by each department concerned, although certain individuals in engineering, program, production, publicity, etc., will probably devote most of their time to the new medium, forming a capsule organization that could easily at some future time be segregated into a separate organization if that should become desirable.

How soon commercial television will come cannot be estimated on any scientific basis, he said. For example, he continued, assume that television is four times as effective an advertising medium as sound broadcasting so that an advertiser whose program on a New York station now has a maximum audience of 4,000,000 sound receivers would be satisfied with a video audience of 1,000,000 receivers. Assuming that Americans will purchase television sets ten times as rapidly as the English, who have bought 4,000 receivers in the two years television has been broadcast in England, it would take 50 years for the 1,000,000 total to be reached. While the figures are correct, the answer is nonsensical, he said, adding that only by common sense and experience with what radio has done can a reasonable conclusion be reached as to the future of television.

Although some 25 advertisers have applied for the privilege of being the first television sponsors, NBC has turned them all down, Maj. Lohr stated. In the first place, the FCC has not yet issued any commercial television licenses, he said, but even if such licenses were available NBC would not offer television to advertisers until it had something more than novelty to sell.

Ian Javal, Baird Official, Proposes Manufacture of Video Sets in America

IAN JAVAL, commercial director of Baird Television Ltd., English manufacturer of television sets and television research organization, is in New York studying the feasibility of forming an American company to manufacture and distribute video receivers of Baird design in this country. Mr. Javal expressed special interest in the use of television as mass entertainment in theatres, stating that his company, which is associated with Gaumont British Films, has developed equipment capable of projecting television images on a screen 12 x 16 feet with delineation comparable to that of the average newsreel. On Feb. 23, he said, the BBC telecast of the lightweight championship bout was reproduced in three G-B London movie houses, which were filled to capacity at $5 a seat.

Audience reaction to the televised picture was so good, he said, that all G-B theatres will be equipped with television reproducers if the government will permit Baird either to pick up the regular BBC sight broadcasts or erect its own transmitter for telecasting programs for exclusive theatre reception.

Asked what had retarded the distribution of sight receivers in England, Mr. Javal explained that the high prices of the first sets on the market, the original broadcasting schedule of only an hour a day with no performances on Sundays, and the natural apathy of the British public toward any innovation, had combined to keep down the sale. Recently, he said, reduced prices for sets and an expanded schedule of four hours of telecasting seven days a week had greatly stimulated set sales.

Philco and Zenith Plan Spring Video Receivers

THAT Philco Radio & Television Corp., Philadelphia, will have televisors on the market in May, when regular daily service starts in the New York area coincident with the World Fair, was announced in latter February by that company. Models and prices will be announced to distributors at Philco's sales convention in New York March 6. Philco has been conducting its own television experiments for several years and is licensed by the FCC to operate its own ultra-high frequency visual station in Philadelphia.

Another radio set manufacturer apparently making ready for the television market is Zenith Radio Corp., Chicago, which in latter February applied to the FCC for a license to cover its construction permit for a television broadcasting station in that city. RCA, which with NBC will operate the Empire State Bldg. transmitter in New York, previously announced that it would have televisors on the market. Trade circles estimate that up to 50,000 sets will be sold in the New York area during 1939.

INDICATING that it may soon begin installation of a television transmitter in Chicago, NBC has acquired options for antenna sites atop the Chicago Opera, Board of Trade and Marshall Field buildings.

Temporary License Procedure Dropped

(*Continued from page 16*)

be entered, the licensee should be immediately notified by wire in order that he may be informed that such an order has been entered and that there will be forwarded to him copy thereof to get the required notice or reasons therefor. Thus, the licensee will not be informed for the first time through the press."

Stations Harassed

In his minority report, Commissioner Craven declared the setting of an application for hearing in itself works frequent injustice. The former practice, he said, resulted in an "onerous burden upon an already harassed station personnel." He recommended that the Commission entirely abolish its past and present procedure of handling complaints as well as the practice of designating license renewal applications for hearing for isolated instances of infractions of the Act or the Commission's rules and regulations or of conduct of the station contrary to the standard of public interest.

Pointing to the strict prohibition against program censorship in the law, Commissioner Craven urged that the Commission exercise its power, whatever may be its extent and limitations, over program service "sparingly and with extreme caution". It is important, he said, that the Commission in dealing with program service, does not run counter to the guarantee of free speech.

In matters coming under the jurisdiction of other Federal agencies, such as the Trade Commission, Post Office, Department of Justice, Securities & Exchange Commission and others, Commissioner Craven suggested the Commission withhold disciplinary action until there has been a judgment or finding by competent courts or agencies.

Commissioner Craven cited recent court decisions holding stations liable for defamation occurring in speeches which broadcasters are forbidden to censor. On this point he suggested the possibility of an appropriate Commission recommendation to Congress.

He urged the Commission to refrain from any attempt, direct or indirect, to force stations to broadcast programs "which the Commission thinks best for the public." It should confine the exercise of whatever regulatory powers it may have over programs to "particular evils as they develop and these evils should be of serious proportions."

Revocation Is Drastic

"The Commission has a mandate from Congress to refrain from censorship and to preserve freedom of speech by radio and should do nothing inconsistent with this mandate. On the other hand, the very essence and foundation of the guarantee of freedom of speech is competition under private ownership, a policy which the Commission has similarly been directed by Congress to adhere to."

He warned that refusal to renew or revocation "is an extremely drastic punishment not likely to be deserved or desirable in many cases."

"Much can be accomplished in the future by the radio industry itself," Comdr. Craven said, "in the setting up of standards and a procedure for dealing with its members who do not conform to such standards. The persistent non-conformity by a licensee to accepted practices which have been proven to be in the public interest might be taken as an indication of the capability of any licensee to operate a station in the public interest."

Marconi Scholarship

HIGH SCHOOL students within 50 miles of New York are invited to compete for the second Marconi Memorial Scholarship offered annually by the Veteran Wireless Operators Assn., according to Jack Poppele, chief engineer of WOR and chairman of the scholarship committee. The annual award of a two-year scholarship at RCA Institutes, first made last year, is planned as a regular yearly project by VWOA, with a different chapter making the contribution each year. Winner of the scholarship, which has a monetary value of $880, will be determined by a competitive examination to be given during the spring.

WPTF Covers Tornado

WPTF, Raleigh, aired a special remote broadcast giving details of the devastation on the outskirts of Windsor, N. C., where a tornado swept four persons to their deaths, injured scores and caused hundreds to be homeless. Within a short while after State Police had cleared roads into the stricken area, WPTF had dispatched a special events crew to the scene and by 8:15 the morning following the big wind, Wesley Wallace, assistant program director of WPTF, was on the air. Though arriving in Windsor, 125 miles northeast of Raleigh, in the early morning, Technical Supervisor Henry Hulick was able to get his telephone lines through from the scene in record time.

KATE SMITH was presented with an honorary membership in the Abbott E. Kittredge Club, 50-year-old organization of young business women in Greater New York, and a newly-created club medal during her broadcast for Diamond Crystal Salt on CBS at noon, Feb. 18.

ZWORYKIN BLENDS SIGHT AND SOUND

A SYSTEM for broadcasting both sight and sound signals on a single carrier wave is covered by a patent (No. 2,146,876) recently granted Dr. Vladimir K. Zworykin, director of electronic research of RCA, to whom the patent is assigned. Said to be more simplified than the systems now in use, which broadcast the sight and sound signals on separate frequencies, and to eliminate any interference between the two signals, this new system is also said to permit of economies in the manufacture of receiving sets, with a consequent reduction in their price.

Basis of the system is a new type of cathode-ray tube that stores up the sound signals while the visual images are being broadcast and then sends out the sound in the brief interval that occurs when the scanner in the television camera, having scanned one line, returns to the start of the next line. During this returning period, which takes about one one-hundred-thousandth of a second, no visual images are broadcast and it is then that the sound is sent out.

Television Is Topic

FURTHER PROOF that television's future in Hollywood is being seriously considered by film technicians is indicated with announcement by Homer G. Tasker, convention arrangements chairman of the Society of Motion Picture Engineers, that a complete evening session will be devoted to discussion of the new medium. Final meeting of the convention on April 21 will be featured with papers on television by leading radio authorities from every section of the country, Tasker said. Lorin Grignon, Paramount chief transmission engineer, will preside at the television meeting.

More Take *Lone Ranger*

GENERAL BAKING Co., New York (Bond bread), on March 27 starts *The Lone Ranger* on WOR and WSPD for 52 weeks, Monday, Wednesday, Friday, 7:30-8 p. m. Agency is BBDO, N. Y. Effective March 1, the program is being sponsored on WDGY, Minneapolis, by the Zinsmaster Baking Co., that city, and on Feb. 20 started for Hart Baking Co. on WSEI, Pocatello, Idaho.

MORE NATIONAL ACCOUNTS

Buy Time on CJOR than on any other Vancouver radio station

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

KFVD Tower Crashes

A STORM which swept Southern California Feb. 16 toppled over the KFVD, Los Angeles, 250 foot, 60 ton transmitter tower, located in Culver City. The tower crumbled off its 25-foot concrete base, narrowly missing the transmitter power plant, and caused damage estimated at more than $5,000. Station, operated by Standard Broadcasting Co., and managed by Frank Burke Jr., was off the air from 11:02 a. m. to 4:12 p. m., until an emergency antenna was erected. Jack Smithson, chief engineer, was on duty at the transmitter plant at time of the storm.

White Labs in Gotham

WHITE LABORATORIES, Newark (Feen-a-mint), on Feb. 13 started a campaign of one to five spot announcements daily for 20 weeks on the following New York stations: WNEW, WINS, WEVD, WBBC, WMCA and WHN. Wm. Esty & Co., New York, handles the account.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

AN A.M. CUSTOMER GETTER

KDYL's 'Bargain Hunter' Staged From Super Markets Entices Crowds Before Noon

"BARGAIN HUNTER" of KDYL, Salt Lake City, interviews three shoppers daily on the program sponsored by and presented from the local Grand Central Super Markets. These shoppers each receive a dollar's worth of groceries free from the market for their appearances.

AFTER eight weeks on the air, KDYL's *Bargain Hunter* program, sponsored five minutes at 10:30 a. m. Mondays through Fridays by Salt Lake City's Grand Central Super Markets, has established itself as a proved morning business-getter. Programs are remoted from the market in Sugarhouse, a suburb.

A KDYL announcer, acting as the *Bargain Hunter*, quizzes three shoppers on each program on their choice of the three best bargains in the store. Each shopper interviewed received a dollar's worth of groceries free. All are interviewed on likes and preferences in menus and other pertinent facts about victuals.

The program has boosted morning traffic in the store phenomenally, it is claimed. Plans now call for broadcasts in each of the five markets operated by Grand Central, with the *Bargain Hunter* presented from each store for a two-month period. The feature is well merchandised, each market displaying banners and carrying "reminders" of the broadcasts in all their newspaper advertising. Special Saturday afternoon programs have been staged to acquaint more people with the broadcast, which is handled by Dave Simmons, KDYL assistant production manager, who developed the idea and writes the daily script.

WMCA Ransacked

EXECUTIVE offices of WMCA, New York, were entered and ransacked on Sunday, Feb. 21, apparently by vandals, who opened desks and scattered papers about, although nothing was reported stolen. How the intruders entered the offices was not determined, but it is believed that the intrusion took place about 1 p. m. at which time a telephone operator noticed that a receiver had been taken from the hook in the office of Donald Flamm, president of the station. Station executives thought some "crank" or intoxicated person was responsible for the act, and did not consider the intrusion at all connected with WMCA's recent trouble with picketers sympathizing with Rev. Charles E. Coughlin, whose Sunday addresses WMCA has refused to broadcast.

4455 recipes from six 5 minute spots? Where? *WMT of course!

Between January 10 and 21, six 5-minute spots promoting a recipe contest (for a women's publication, mind you) produced 4455 replies from WMT listeners at a cost of only 2.7 cents per reply.

That *is* food response—where it counts.

WMT's 600 kilocycle frequency puts a strong signal into more than 69,000 square miles of the richest part of the midwest.

Cedar Rapids and Waterloo are only part of the picture. WMT's daytime primary area population is 3,151,776—747,569 radio homes. Retail business is greater than $800,000,000.

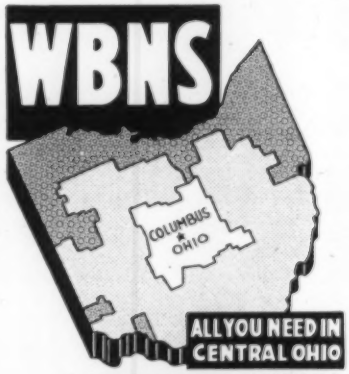
You can buy a quarter hour on WMT for as little as 3 cents per thousand radio families.

To produce sales at minimum cost in most of Iowa, Western Illinois, Southern Minnesota, Southwestern Wisconsin—it's WMT, of course.

**And, of course, you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.*

WMT Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY
69,000 Square Miles of the RICHEST PART of the MIDWEST

WBNS



ALL YOU NEED IN CENTRAL OHIO
5000 WATTS DAY
1000 NIGHT
JOHN BLAIR & CO. REPRESENTATIVE

Studio Notes

WHILE facsimile broadcasts are still primarily for the benefit of the engineers and still more concerned with the production of clear copies than with the entertainment or educational value of the material transmitted, WOR, Newark, has announced it will soon broadcast pictures and printed lessons on amateur gardening for the benefit of owners of facsimile receivers within range of the station. Series will be presented in cooperation with the Agricultural Extension Service of Rutgers University, which also broadcasts the *Homemakers' Forum* and *Radio Garden Club* on WOR.

IN LATE February when churches were closed in Champaign, Ill., as a result of a flu epidemic, WDWS, that city, aired as many as four sermons daily for all denominations.

MIDWEST news bureau of Transradio Press Assn. has been moved to 201 N. Wells St., Chicago, the studios of WJJD, according to an announcement Feb. 26 by Herbert Moore, president of Transradio. Rex Goad continues as regional manager. Arrangements have been made for a direct TWX wire from New York to WIND, Gary, so that important news breaking after the regular broadcast day may be announced during the *Night Watch* heard nightly on WIND from 12 until 4 a. m.

MORE than 1,700 veterans of the Edward Hines Jr. Memorial Hospital watched the *NBC Jamboree* when the half-hour Friday evening sustaining program originated from the hospital auditorium Feb. 24.

A SPECIAL military program was prepared by WKY, Oklahoma City, for National Defense Week, in cooperation with local military officials. Interviews with officers, remote pickup of a militia inspection and brief talks featured the program, aired by James Cox, of the WKY staff, who is a reserve officer.

ANOTHER preview presentation of *The Shadow of Fu Manchu*, serial program released through Radio Attractions, New York, was put on by WHEC, Rochester, Feb. 28. Preview guests were given a Chinese supper, shown the opening chapters of the serial, and escorted around WHEC's studios by Chief Announcer Ken French, dressed as Dr. Fu Manchu.

STAR RADIO PROGRAMS, New York, has released a promotional sales brochure on its new feature script show, the *Woman's Radio Journal*, to aid local station salesmen in selling time for the show, which is scheduled to start March 13.

BECAUSE of the success of its morning round-up of news and information for America's rural population, WOR, Newark, has extended the *Farmers' Digest* to almost a full hour, six days a week. Prepared under the supervision of Transradio Press, the programs are presented by m.c. Howard Barnes from 6-6:55 a. m.

PRESENTATION of an anthracite plaque by Scranton firemen to honor Syracuse firemen who died in a recent fire was broadcast Feb. 23 by WFBL, Syracuse. A recording was carried later by WGBI, Scranton.

KVOA, Tucson, which joined NBC-Red on Feb. 5, has been made a bonus station, available without extra charge to NBC advertisers whose programs are also broadcast on KTAR, Phoenix. The base network rate of the latter station was on Feb. 25 increased from $120 to $160 an evening hour.

GOLDEN GLOVES fights are being broadcast on MBS from Feb. 27 to March 29 inclusive. New York finals will be aired March 6, 10:15-11 p. m.; the Chicago finals on March 10, 10:50-12 midnight, CST. For the ninth consecutive year, Quin Ryan is handling the Chicago series, while Dave Driscoll handles the Eastern bouts.

KIT, Yakima, Wash., was host to 15,000 visitors at the formal opening of its new studios Feb. 12. Mr. and Mrs. Carl Haymond, owners of KMO, Tacoma, and also of KIT, and Manager James A. Murphy, personally received the visitors, and staff members conducted the studio tours. In addition to an address by Mayor E. B. Riley, and origination of a Don Lee network program, the day's broadcasting schedule consisted of elaborate musical presentations.

KFBB, Great Falls, Mont., missed no airtime when the studios were being completely remodeled last month, the announcing staff moving to the transmitter building five miles from the city where complete studios, almost duplicating the downtown quarters, have long been used.

THE *Radio Gym Class* over CKWX, Vancouver, B. C., began its ninth year in February under the same sponsorship. CKWX also claims a record for remote pickups early last month when Engineer Ross MacIntyre and Announcer Bob Tweedie handled the Western Canada Ski Championships at Revelstoke, using both wires and pack transmitter.

WIS, Columbia, S. C., stayed on the air by candlelight for 45 minutes Feb. 13, operating on an emergency schedule without loss of time on the air when studio power failed. Allyn Corris, WIS announcer-pianist, performed under the candlelight substituting for transcriptions on "dead" turntables, with Announcer Jack "Statue of Liberty" Peyser handling the mike, holding script in one hand and burning candle in the other.

WPTF, Raleigh, on Feb. 25 covered the 10th Annual Southern Conference Indoor Games by remote control direct from Woolen Gymnasium on the campus of the University of North Carolina, Chapel Hill. The broadcast, handled by WPTF's sportscasters Graham Poyner and J. B. Clark, was the first time the indoor track meet had been covered on the scene by radio.

WJJD, Chicago, and KXOK, St. Louis, cooperated Feb. 19-23 to broadcast four transcribed programs of outstanding events at the Mardi Gras, New Orleans. Paul Arandt, of the special events staff of KXOK, made the discs in New Orleans and they were flown to St. Louis, then to Chicago for broadcast on WJJD six hours after they had been recorded.

H. P. DREY, general manager of KROW, Oakland, and Scott Weakley, production manager, have turned their hobbies into another outlet of public service for the station. Each is building a new speed boat equipped for shortwave pickups in case any events break on San Francisco Bay news in the future.

BEGINNING March 1, KWKH and KTBS, Shreveport, are enlarging their artist staff with a 10-piece orchestra, bringing the artist staff to 28, musical and singing, with a dramatic staff for script shows.

HERB HOLLISTER, manager of KANS, Wichita, and Merle H. Tucker, manager of KSAL, Salina, Kan., have arranged with Bethany College, Lindsborg, Kan., to broadcast its famous *Messiah* production, staged by students, townspeople and farmers, April 7, and it will be fed to the NBC-Blue network.

WCBS, Springfield, Ill., Dedicates Its New Home

LINCOLN'S birthday, Feb. 12, was appropriately selected as the dedicatory date for the new home of WCBS, Springfield, Ill., the city in which the Great Emancipator spent much of his early manhood. On that date WCBS formally opened its new offices and studios in Springfield's "Radio Center" in the Leland Hotel, with a program featuring acting Gov. Jone Stelle of Illinois and Mayor Kapp of Springfield.

Mr. Dewing

The new plant includes three studios, the largest seating 125 persons and containing a complete kitchen for household science programs. Studios and offices have indirect lighting, air conditioning and modern acoustical treatment throughout. Harold E. Dewing is president and manager of WCBS Inc., with the *Illinois State Journal* (which issued a special supplement for the dedication) as minority stockholders.

MONTANA STATE U, on dedication of the new studio and office building of KGVO, Missoula, Mont., Feb. 14, saluted the station in a special broadcast originating on the campus of the school. The 60-voice men's chorus participated in the program, and President Simmons of the University paid tribute to the station and its management.

TOMMY DORSEY, with 292,474 votes, won the recent Philadelphia King of Swing poll conducted by WHAT, Philadelphia, on its *9:15 Express* program, closely followed by Benny Goodman with 274,442 votes and Artie Shaw with 99,402.

EVIDENCE of Latin American interest in the Spanish news broadcast over GE's shortwave station, W2XAD, Schenectady, is shown by a request from two Cuban stations for permission, which was granted, to rebroadcast the daily program. COJK and CMJK, Camaguey, Cuba, recently asked permission to rebroadcast the program conducted by Vincent Tovar.

WEVD, New York, has started an *Author Reviews His Book* series of weekly quarter-hour programs in which well-known writers will discuss their own work. Miss Kressman Taylor, author of *Address Unknown*, opened the series in February.

UNITED PRESS has recently added the following stations to the list of those carrying its radio news service: WGNC, Gastonia, N. C.; WCMI, Ashland, Ky.; WLNH, Laconia, N. H.; WAML, Laurel, Miss.; WRAK, Williamsport, Pa.

KMA, Shenandoah, Ia., has started use of a 30-page manual, compiled by Owen Saddler, KMA production head, outlining procedures and practices for the continuity, program and production departments.

COLLISION with another car enroute to a remote broadcast from Omaha crippled the mobile unit of KMA, Shenandoah, completely demolishing antenna mountings and tuning box located on the front of the truck.

NBC on Feb. 26 broadcast a special program of the opening festivities of the famed Basle Carnival, celebrated annually in Switzerland since the Reformation. Max Jordan, NBC's continental European representative, described the colorful scene in Basle's market square, which started at 4 a. m., Basle time, but due to the difference in time, could be heard in this country on Sunday evening.

TO increase good will between America's exporting manufacturers and Latin America, the editors of *Importers Guide*, export trade journal published by J. E. Sitterley & Sons, New York, are presenting a series of Latin American broadcasts on W3XAU, CBS experimental shortwave station in Philadelphia, twice weekly from 2 to 2:30 p. m. The programs, broadcast in Spanish under the title *Los Andelantos del Progreso* (Progress on the March), consist of commentations on the outstanding scientific and industrial developments in the United States and their resultant benefits to Latin America.

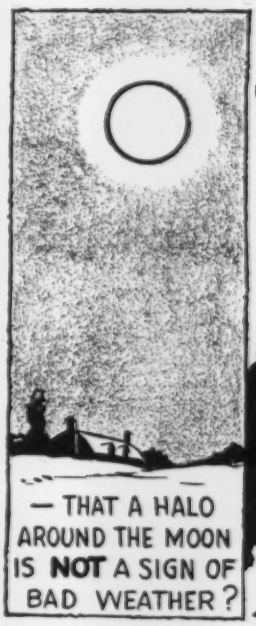
WAVE DOESN'T COVER EGYPT, OR EGYPT (KY.)!

Yes, Kentucky has an Egypt, too—a little village 110 miles from Louisville. But we don't try to sell Egypt to you—nor dozens of other "towns" in the Kentucky backlands! What we DO offer is the million *best* consumers in the *best* part of Kentucky and southern Indiana. At WAVE's low cost, that's delivering a lot! Want more facts? . . . . An N. B. C. outlet.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

DO YOU KNOW?



— THAT NORTH CAROLINA IS ONE OF THE VERY BEST "FARM STATES" IN THE UNION— AND THAT WPTF IS THE MOST POWERFUL NBC STATION IN THE STATE?

— THAT A HALO AROUND THE MOON IS NOT A SIGN OF BAD WEATHER?

WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NATL REPRESENTATIVES

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.
WATL
ATLANTA

Program at Dawn Is Successful for Cincinnati Bank

Variety Motif Draws Audience As Well as Customers

THE OLD THEORY that banks and financial institutions had to use symphonies, concerts or lectures in radio advertising has been disproved by WKRC, Cincinnati.

Mr. Hill

As far as the WKRC management has been able to determine, the Fifth Third Union Trust Co., of Cincinnati, is the first bank in the country to adopt a program of popular appeal to sell its service to listeners. The Fifth Third's *Sunup Jamboree*, heard over WKRC daily, Monday through Saturday, 7-7:30 in the morning, is a variety show that might just as easily be used to promote the sale of bread or soap.

By using six half-hour programs weekly, it is believed Fifth Third Union Trust Co. is one of the largest buyers of radio time in its class of sponsorship. Scrupulously attentive to results of its promotion efforts, the Fifth Third has declared itself highly pleased with its WKRC campaign, and on Feb. 23 it renewed the schedule for another 26 weeks.

Doing the Job

"Our *Sunup Jamboree* program is eminently satisfactory," said G. Carlton Hill, vice-president of the bank. "It is doing the job we want done and our business in the personal loan department is increasing steadily, which we attribute directly to our radio campaign for just such a result."

The Fifth Third's program, now being used to promote the institution's small loan department exclusively, will eventually be the medium for acquainting the public with every phase of the bank's activity. Any effort as successful as the *Sunup Jamboree*, Mr. Hill said, necessarily reaches all types of customers and each department of the bank will receive special attention on the air in its turn.

A few weeks before Christmas, WKRC broached Mr. Hill on the subject of the Fifth Third using radio time. The bank executive agreed to try the idea and accepted WKRC's suggestion of a popular type program to be broadcast in the early mornings. On Nov. 29 the bank signed a 13-week contract. The show was to be a pot pourri of transcribed music, time and weather reports every five minutes, and a five-minute news period giving the freshest news of the day.

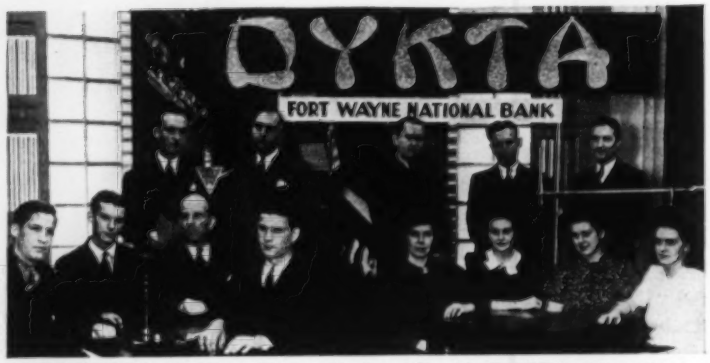
The *Sunup Jamboree* went on the air one Monday. By noon of the next day, there were 15 applicants for personal loans from the Fifth Third. Merwyn Love, conductor of the show, visited the bank and was told that each of the applicants had referred to the WKRC program in introducing themselves.

An interesting fact about the applicants was that they all came to the bank during the lunch hour, prompting the conclusion that WKRC's suggestion of a show to reach the working people was correct.

Perhaps the most unusual case the *Sunup Jamboree* has resulted in was that of a farmer living in Indiana, more than a hundred miles from Cincinnati. After the first week of the Fifth Third's radio program, the bank received a letter from the farmer outlining his position and wanting to borrow $200. Never having borrowed any money, the farmer didn't know how to go about it; the radio program, coming to him in the early morning when he was preparing for the day's work, solved his problem by telling him how to negotiate a loan. He was referred to a local bank.

The radio program was in the nature of a public market place; the commodity, money, was available for anybody able to meet the requirements to get it. The program served as a guide.

For financial institutions having personal loan departments, there can be no better time nor method of reaching consumers than an early morning radio show, Mr. Hill says. Usually, the type of loan desired is small, to help tide over a tough spot or to lump debts into one sum, thereby making it easier to pay. The class of people wanting these loans are the working men and women who do not make large salaries and who have to be on the job by 8:30 or 9. Their credit, in most instances, is excellent and they are good risks up to a nominal sum; they are, in short, the men and women who do the world's work.



COMPETING in the Fort Wayne National Bank's *DYKTA* quiz series on WOWO-WGL, Fort Wayne, recently were two family groups, the Hammetts and the Crabills, shown here with (in background, l to r) Franklin Tooke, announcer; Harold D. Cothrell, assistant cashier of the bank and producer of the show; A. G. Hercules, of the bank's mortgage loan department, who was interviewed on the program; Ervin Frauenfelder, commercial teller, scorekeeper, and Arthur H. Gertz, of the auditing department, who served as timekeeper during the ceremonies.

Q--SHOULD BANKS USE RADIO?

A--Yes, Says Fort Wayne Bank, As Quiz Program, Successful, Is Sponsored 39 Weeks

FORT WAYNE National Bank is accumulating a large radio following for its current question-answer show, *DYKTA* (Do You Know the Answers), on WOWO-WGL, Fort Wayne, Ind., according to Harold D. Cothrell, assistant cashier of the bank and radio director of Financial Advertisers Assn. Thirty-two four-man teams, selected before the program started last September, represent local service and social organizations and include school teachers, insurance men, realtors, business and professional men and women.

Competing for a grand prize of $200, two teams meet for each weekly session, heard Mondays at 7 p. m., the winners advancing to a succeeding round and losers getting consolation prizes. On each program an officer or employee of the bank is interviewed about his department in the organization.

The bank has contracted for 39-week sponsorship, and with 32 teams providing only 31 broadcast sessions, eight extra sessions were planned, one every fourth week, to play off ties. Other groups, not included in the original 32 teams, also are brought into the competition through the extra sessions.

"We know that the program has helped keep our volume of time payment loans up, and has been responsible for a number of new loans," Mr. Cothrell said. "We also notice that our volume of new accounts in both our checking and savings departments has been fairly consistent. Just what part of this is due to the *DYKTA* program is problematical, but we do feel that it really is doing its share to publicize our bank and bring in new customers."

Diesel Schedule

HEMPHILL DIESEL SCHOOLS, Chicago (instruction), on Feb. 28 increased its spot schedule of varying announcements and participations to include: KMBC, Kansas City; WHO, Des Moines; WDAY, Fargo; KGKO, Fort Worth; WLS, Chicago. The series on WLS is a five-minute, thrice-weekly program. Critchfield & Co., Chicago, handles the account.

Folger WNAX Test

WNAX, Yankton, S. D., is making a 40-week test for Folger Coffee Co., Kansas City, using its transcribed quarter-hour *Tom Bradley, Adopted Father*. To push the new program, WNAX devoted every available station break during one day to spot announcements promoting the show. Gardner Adv. Agency, St. Louis, is agency.

Arizona Bank's Business Aided by News Program

CULMINATING six years of steadily increasing use of radio, Valley National Bank, large Arizona banking concern, recently signed a 52-week non-cancellable contract for six weekly news broadcasts on KTAR, Phoenix, and KVOA, Tucson. The news is processed in KTAR's news bureau from UP leased wire reports.

In January, 1933, President Walter R. Bimson, sponsor of the campaign and chairman of the investment committee of the American Bankers Assn., with I. N. Shun, president of Advertising Counselors, agency in charge of the account, outlined a long-term campaign employing all major media. At that time the bank had nine branches and a main office; today the number has been doubled. Deposits have grown from under 7 million dollars to over 40 millions; accounts from fewer than 12,000 in 1933 to 60,000 in 1938; loans outstanding, from three to 16 millions. Bank personnel, during the six years, has grown from 85 persons to more than 300. Increases in the advertising budget have been predicated on increases in total deposits and net profits by department.

Newscaster on the Valley National Bank series is Jimmie Creasman, with Arthur Anderson handling the commercials.

Sales Session Set

THE Sales Institute for Ohio broadcasters, launched successfully last year, will hold its second annual forum April 1 at Columbus under the chairmanship of Fred Bock, sales manager of WADC, Akron, and organizer of the group. The Ohio Broadcasters Association has adopted the Institute as one of its official activities. Serving with Mr. Bock on the arrangements committee are Bill Orr, WBNS, Columbus; Gene Carr, WGAR, Cleveland, and Dave Brown, WHIO, Dayton. It is a one-day meeting for radio salesmen with guest speakers. First-hand information on radio advertising and sales technique is exchanged for the benefit of Ohio salesmen.

11th District to Meet

STATIONS of the 11th District of the NAB, comprising North Dakota, South Dakota and Minnesota, will hold their next meeting at Rochester, Minn., in May, at which time they will nominate the district director to sit on the NAB board. The nominating committee, named by Earl H. Gammons, general manager of WCCO, and present director, comprises E. C. Reineke, WDAY, chairman; E. L. Hayek, KATE, Albert Lea, Minn.; Wallace Stone, KSOO, Sioux Falls, and Gregory Gentling, KROC, Rochester.

Swift in Kansas City

SWIFT & Co., Chicago (frankfurters), has started a spot campaign in Kansas City consisting of daily announcements and five chain-break announcements on Friday evenings on WDAF; five Friday evening chain breaks on KMBC and KCKN. J. Walter Thompson Co., Chicago, is agency.

U. S.-Canadian Agreement Disclosed

Terms of Havana Treaty Basis of Pact for Wave Shifts

DISCLOSURE for the first time of collateral agreements made by the United States with Canada on assignment of regional and local stations on duplicated channels, pursuant to the terms of the Havana Treaty of 1937, to become effective upon the effective date of the North American Agreement, was made Feb. 27 by the FCC. An exhibit setting forth the exchange of notes between the State Departments of the two Governments was placed in the record during hearings on the application of WHLS, Port Huron, Mich., for unlimited time on 1370 kc. in lieu of its present daytime assignment on that channel.

The 1370 kc. channel under the Havana Treaty would become 1400 ks. and C. H. Owen, broadcast engineer, testified that ruinous interference would result by virtue of the terms of the agreement since CFPL, London, Ont., is earmarked for the same channel. At that time, Mr. Owen placed in the record the text of the agreements.

Other Agreements

In addition to the agreement covering assignments of regional and local stations in Canada on shared channels, the exchange of notes also covered an agreement between the two nations for the use of 540 kc. at Saskatchewan with provision for adequate protection. Also covered was a third agreement governing WLW's operation on 700 kc. with power of greater than 50 kw. to prevent interference to a Canadian station in Montreal which would operate on the adjacent 690 kc. channel with minimum power of 50 kw.

The agreement bore the date Oct. 28, 1938 and was approved in a letter transmitted to the State Department Dec. 10 by the Canadian Legation.

The agreement regarding shared channels specifies there shall be 16 full-time station assignments in Canada to stations which at present are considered regional or local. Six of these stations will have power of 1,000 watts and 10 will have power of 100 watts. The six 1,000-watt stations and the channels to which they will be assigned under the agreement when the Havana Treaty becomes effective are:

CJBR, Rimouski, Que., 1300 kc; CFQC, Saskatoon, Sask., 600 kc.; CJAT, Trail B. C. 610 kc.; CHNC, New Carlisle, Que., 610 kc.; CKCK, Regina, Sask., 620 kc.; CJCA, Edmonton, Alta. 1260 kc.

Stations in the Class IV or local category which will operate with 100 watts on shared channels under the reallocation are CKPR, Port Arthur, Ont., 1230 kc.; CJCJ, Calgary, Alta., 1230 kc.; CFPL, London, Ont. 1400 kc.; CKIC, Wolfville, N. S., 1240 kc.; CKWX-CKCD, Vancouver, B. C., 1450 kc.; CHML, Hamilton, Ont. 1310 kc.; CFRN, Edmonton, Alta., 1340 kc.; CKCO, Ottawa, Ont., 1340 kc.; CKCR. Waterloo, Ont., 1490 kc.; CFRC, Kingston, Ont., 1490 kc.

It was brought out that these assignments are reserved pending ratification and operation of the North American Regional Broadcasting Agreement, but that pending such action the two Governments agree that in making any changes in existing assignments or authorizing new assignments, the assignments agreed to will be afforded protection in accordance with the allocation standards provided in the treaty.

Local Assignments

In addition to these 16 stations, it was stated, there are 13 stations now operating in Canada with power of 100 watts on channels that are now classified as regional channels and under which the terms of the proposed agreement will be regional channels for the assignment of Class III stations with a minimum power of 500 watts. It was agreed the two nations would recognize if possible that these stations should be assigned to local channels in order that they may be afforded protection from interference from other stations under the allocation principles. Assignments for these stations were specified in the agreements as with 100 watts on the proposed new frequencies as follows:

CFCO, Chatham, Ont., 630 kc.; CFCH, North Bay, Ont., 1230 kc.; CFPR, Prince Rupert B. C., 1240 kc.; CJOC, Lethbridge, Alta., 1240 kc.; CRCS, Chicoutimi, Que., 1240 kc.; CFLC, Prescott, Ont., 1450 kc.; CKPC, Brantford, Ont., 1380 kc.; CKCL, Toronto, Ont., 1450 kc.; CJGX, Yorkton, Sask., 1450 kc.; CHGS, Summerside, P.E.I., 1480 kc.; CHLP, Montreal, Que., 1490 kc.; CKFC, Vancouver, B. C., 1490 kc.; CKMO, Vancouver B. C., 1490 kc.

Out of Control

DON McBAIN, CBS Hollywood engineer, was a victim of Southern California's recent freak storm and as a result spent an entire day and night at an abandoned airport. McBaine, a licensed pilot, flew to Phoenix, Ariz., to take delivery on a new plane for a friend and return it to Los Angeles. Halfway home however, the plane headed into Southern California's "unusual" snow storm, and heavy headwinds prohibited landing. He circled Desert City for two hours, was unable to land and tried two other airports unsuccessfully. He was finally forced down, out of fuel, at an abandoned airport near Indio, and hitch-hiked through the blizzard to Indio to wire CBS in Hollywood of his predicament. Then he hiked back to the plane, tied it to a tree and waited until the following morning to continue his trip.

RADIO AND THE CRIME WAVE

Tips From Stations Prove Helpful to Law Enforcers In Tracing and Capturing Criminals

RED HOT news was carried by KOIN, Portland, Ore., recently when it broadcast a holdup flash while the crime still was being committed, stealing a march on Foster May of WOW, Omaha, who a few weeks ago apprehended a fugitive criminal under the noses of a pursuing posse.

When two armed holdup men entered a Union Oil Co. office on the sixth floor of a building in the heart of downtown Portland, a switchboard operator, although covered by a revolver, whispered an alarm to an adjoining office, and the alarm was relayed to police. Through its own news-gathering channels, KOIN learned of the police call and carried the flash: "Two bandits are holding up the Union Oil Co. offices in the Yeon Bldg. *right now!*", along with details of the robbery and suspected license numbers of the get-away car a few minutes later.

KSOO and KELO, Sioux Falls, played an active part in a recent manhunt for two escaped prison farm convicts. After the pair had stolen a cab in downtown Sioux Falls, the stations started the manhunt over the air under direction of Gene Dennis, young special events news announcer, asking the cooperation of all listeners along the prisoners' route. Meantime Dennis was broadcasting complete descriptions and official instructions to posses organized as a result of earlier broadcasts. Doping out the convicts' probable route, Dennis supplied special instructions to police officers and other listeners along the road. When the pair did appear at Sisseton, S. D., as predicted by Dennis, they were immediately arrested by Sheriff Wickaman, who had followed their trail via the broadcast and was waiting for them.

Seattle Post-Intelligencer

"Now, Mr. Wallace, you take your hands off that delicious creamy frosting made with handy Everquick vanilla!"

IRNA to Testify At FCC Hearing

Executive Committee Decides To Describe Its Functions

INDEPENDENT Radio Network Affiliates, representing the majority of the 320 network outlets in the country, will appear before the FCC Network Inquiry Committee probably this month to set forth its functions, intentions and potentialities, it was decided Feb. 28 at a meeting of the executive committee of the group in Washington. Appearing for IRNA will be Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, Mark Ethridge, WHAS, vice-chairman, and George W. Norton Jr., WAVE, Louisville, counsel.

The executive committee announced that pending the action of the NAB committee on self-regulation within the industry, scheduled to begin meetings next month, it had resolved to defer final action on the subject of network commercial announcements and other matters relating to continuities. The committee will report to the IRNA meeting to be held in Atlantic City in July during the NAB convention.

The committee declared it had received only 145 replies to questionnaires sent to 320 stations last October dealing with network program policies and stated that a further effort will be made to get replies from the remainder.

Present at the meeting in addition to Messrs. Rosenbaum, Ethridge and Norton, were Gene O'Fallon, KFEL; John A. Kennedy, WCHS; Walter J. Damm, WTMJ; Paul W. Morency, WTIC; John Shepard, 3d, Yankee Network.

Book on School Radio

A NEW BOOK titled *Development of Radio Education Policies in American Public School Systems*, by Dr. Carroll Atkinson, is scheduled to be off the press about April 15 as the first of a series of six books being published by the Radio Survey Project as a follow-up of Dr. Atkinson's *Education by Radio in American Schools*. The author traces the historical beginnings and present radio policies of 126 American public school systems (10.3% of the total) representing population centers of 8,000 and more. His introduction also summarizes the radio services of the Office of Education, National Education Association, NBC, CBS, MBS, NAB, etc. The book is being published by the Edinboro Educational Press, Edinboro, Pa.

AMOS 'n' ANDY, in blackface makeup, were the subjects of an experimental television pickup at the New York World's Fair on Feb. 26, the day before the noted NBC entertainers broadcast a half-hour description of the sights at the Exposition on their regular program for Campbell Soup Co. The experiment marked the first television experiment with a commercial program to come from the Fair grounds as well as the first time the team has ever faced a television camera.

CHARLES W. PHELAN and Mrs. Phelan, in association with Edward F. Flynn, an attorney, are principals in an application filed with the FCC Feb. 25 for a new 100-watt station on 1200 kc. in Salem, Mass.

Penney Chain to Expand

J. C. PENNEY Co., New York (chain stores), on or about April 1 will place its script serial program, which has been tested for 26 weeks on WOW, Omaha, under the name of *The Jangles*, on eight to ten additional stations. The program will be given another name and will be recast. Pedlar & Ryan, New York, handles the account.

Portland Silence

WHEN a storm in Portland severed KOIN broadcasting facilities temporarily in February, a woman listener called to inquire why she was not hearing the station. She was told the power had failed and it was impossible to broadcast. "Well, why don't you announce that the power is off?" she asked.

Plans Frequency Tests

TO EXPERIMENT with frequency modulation, as opposed to amplitude, John V. L. Hogan, New York engineer and operator of WQXR, on Feb. 27 was authorized by the FCC to build a 1,000-watt station for ultra-high frequency operation in New York City. Mr. Hogan will employ principles developed by Maj. Edwin H. Armstrong, New York inventor and experimenter [BROADCASTING, Feb. 1] and proposes to parallel the experiments contemplated by the Yankee Network, General Electric Co. and WDRC, Hartford.

Crosley Television

CROSLEY Corp., operator of WLW, on Feb. 20 announced filing of an application with the FCC for a new ultra-high frequency television station in downtown Cincinnati. If the application is granted, equipment will be designed and built by engineers under direction of R. J. Rockwell, Crosley technical supervisor. The station would be of 1,000 watts output and seeks the band of 50 to 56 megacycles. It was stated no provisions have been made to broadcast television on a regular schedule and for the present the Crosley operations would be along experimental lines.

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SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

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FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

CAN YOU WRITE RADIO SCRIPTS? If so tell us about yourself, your radio experience and qualifications. Include postage for return of any material sent us. Box A263, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

WANTED: Salesman who can produce for daytime regional in excellent medium size Eastern market. Prefer experienced man in early thirties who can assist in station management. Must have personality which will blend with present organization. State full particulars in first letter. Box A269, BROADCASTING.

Situations Wanted

COMMERCIAL MAN with excellent sales record, plus three years experience with national advertising agency. Knows local, national, and spot business. Managerial ability. Exceptional business and personal references. Presently employed. Box A259, BROADCASTING.

SALES PROMOTION - MERCHANDISING: Good producer now employed desires change immediately. Experienced dealer calls rural or metropolitan. Thorough working knowledge sales promotion; program presentation; layout; publicity. Good foundation program principles with regional network newspaper affiliate. Work with salesmen all times. Highest references. Box A271, BROADCASTING.

GENERAL MANAGERS: Capable assistant needs south or southwest location. Handle details—promotion—merchandising. Network, agency experience. Salary secondary. Dartmouth graduate, married, presently employed. Box A275, BROADCASTING.

EXPERIENCED station manager, now sales manager educational work, seeks better opportunity. Qualifications excellent for station or commercial management. Past record substantiates. Know virtually every field broadcast industry. Available now. Box A273, BROADCASTING.

Assistant Manager of a 1000 watt station desires to make a change. Wants position as Commercial Manager. Protestant, 28, married, and can show the finest of recommendations. Box A270, BROADCASTING.

PROGRAM-PRODUCTION MAN: Experienced national local accounts. Know programming A to Z. Excellent organizer; producer; supervisor. Twelve years leading newspaper stations. College. Available immediately. Box A272, BROADCASTING.

Announcer-Producer, thirteen years all-around radio experience. Regional station and major networks. Excellent references. Now employed, desires relocation anywhere with opportunities. Box A268, BROADCASTING.

Advertising Manager seeks location northwest mountain states. Take charge advertising department large station, complete charge smaller. Ten years exceptional record. Box A260, BROADCASTING.

Experienced radio operator. First Class Radio telephone license. R. C. A. graduate. Good references. Desires position in small station anywhere. Box A218, BROADCASTING.

Situations Wanted (Cont'd.)

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

SALESMAN anxious for permanent connection. Six years' national representative, transcription, local station production. Best references. Box A276 BROADCASTING.

Announcer: Employed, wants change. Prefer network station. $35 per week, nothing less. Experienced, good record. Box A261, BROADCASTING.

CHICAGO STUDENT - ANNOUNCER: thoroughly trained, some experience. Versatile. Age 26. Anywhere. Box A265, BROADCASTING.

Manager or Commercial Manager: Newspaper, theater, radio, managerial experience. Can make investment. Box A277, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

Announcer and continuity writer with new program ideas. Regional station and network experience. Desires change. Box A264, BROADCASTING.

Announcer: Wants job immediately. Handles commercials, newscasting, musicals. Experienced, reliable. $22.50. Box 279, BROADCASTING.

Salesman-writer-announcer with North-central, 5000 watt, net station, desires change. Box A266, BROADCASTING.

Announcer—handle complete studio fare, news radio, dramatics. Single, educated, references. Box A274, BROADCASTING.

Young man now employed as announcer desires change. Three years experience. Voice recording. Box A258, BROADCASTING.

Wanted to Buy

STATION WANTED: In or near Virginia. Have cash. Box A262, BROADCASTING.

Will pay cash for station priced right. Write particulars. Dr. Charles H. Jones, Montgomery, Ala.

Station desired: Experienced manager wishes to purchase interest in station. Box A278, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75B, latest model. Excellent condition, sacrifice for cash. Box A239, BROADCASTING.

First $100 takes galvanized steel uniform cross section vertical radiator—200 feet or less—one only—new. Box A267, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

WBBM, Chicago, has wired its studios with 20-cycle current direct from AT&T to reproduce the telephone sound effect. Also in use is a "busy signal buzz" that can be plugged in for use in any studio, along with the sound of a long distance telephone ringing on the other end of the line.

NATIONAL UNION RADIO Corp. has announced a new "stubby" 5-inch cathode-ray television tube 13 inches in length, 3½ inches shorter than earlier tubes with the same size screen. In addition to being better adapted for small cabinets, the new tube, numbered 1805-P4, is lined with aquadag, a non-reflective coating preventing the reflection of light beams within the tube and assuring clear-cut picture tones on the tube's screen, according to its makers. Electrostatic deflection is utilized and the images are reproduced in black and white.

ST. PAUL police officials have ordered one of the largest two-way, ultra-high frequency radio systems in the world from RCA Mfg. Co. By means of a specially-designed receiver-transmitter the system will clear all incoming and outgoing calls directly from police headquarters. System includes a 500-watt transmitter, giving coverage over a 40-mile radius; two-way equipment on 32 police cars and a central receiver for incoming calls. This will replace a one-way system now in use.

KSEI, Pocatello, Ida., has installed a new Western Electric transmitter under supervision of James E. Mitchell, chief engineer. KSEI, an NBC affiliate, operates with 1,000 watts day, and 250 watts night on 900 kc.

JAY TAPP, chief engineer of KGER, Long Beach, Cal., has designed a new rectifier to replace high voltage generators for the transmitter, and also is designing a new layout for mixing and monitoring equipment for the KGER Playhouse, in which new WE Cardoid microphones have been installed.

WEMP, Milwaukee, has purchased a type 100-EM modulating unit from RCA.

WDZ, Tuscola, Ill., has purchased an RCA conversion kit for its 1-D transmitter.

WRNL, Richmond, has purchased Fairchild recording equipment.

KOMA, Oklahoma City, has added two-channel WE studio audio equipment, Fairchild recording apparatus, and RCA distortion and frequency measuring equipment.

WEMP, Milwaukee, has installed new RCA equipment and on Feb. 20 increased its daytime power from 100 to 250 watts.

WOR, Newark, recently has acquired 16 639A microphones from Western Electric.

ENGINEERS ADOPT NEW VOLUME UNIT

SUBSTITUTION of "volume unit" for "decibel" as the factor in determining audio volume level has been agreed upon by broadcast engineers at several recent conferences and is being adopted by NBC, CBS and Bell Telephone Laboratories. General adoption of this new principle would bring about use of an entirely new type of meter, or indicator for all audio panels.

Engineers attending the Second Annual Engineering Conference at Ohio State University, Feb. 6-17, agreed to adopt the new volume indicator as one which would eliminate confusion and provide a simplified means of measuring modulation. H. A. Affel, assistant director of transmission development of Bell; Howard A. Chinn, engineer in charge of audio engineering of CBS, and Robert M. Morris, development engineer of NBC, developed the new system. Weston Electrical Instrument Corp., Newark, N. J., assisted in the work and developed the volume indicator. Known as Weston Type 30 volume level indicator, specifications for the meter have been made available to other manufacturers and it is expected they will enter the field.

Agreements reached at several engineering conferences regarding the meter included the specification that zero volume level shall be defined by specifying the characteristics and methods of use of the new instrument and that a steady-state reference of one milliwatt be used. The impedance of the circuit across which the instrument is calibrated shall be 600 ohms. In order to avoid the more cumbersome term "db above zero level" and confusion with several existing standards, it was agreed to designate the readings of the new instrument as so many "vu" numerically equal to the number of db above zero volume.

The three originating companies announced their intention of installing the new instruments as soon as possible and of inaugurating their use on the one milliwatt in 600-ohm basis together with the adoption of the term "vu" in their plants on May 1, 1939. The hope was expressed that others would join in adopting the new standards at the same time.

RCA VICTOR has announced two new recording and instantaneous playback instruments, one a de luxe console type and the other a handy, low cost portable. Each is a completely self-contained unit, with a reproducing pickup, tone arm and loudspeaker, in addition to a velocity microphone, recording head with "Float Stabilizer" and amplifier. The console instrument is MI-12700, the portable model, MI-21701.

Coast Shortwave Station Is Opened at Exposition

WESTERN America began a program of shortwave broadcasts to South America with the inauguration on Feb. 18 of General Electric's transmitter at the Golden Gate International Exposition in San Francisco, the most powerful shortwave station licensed west of the Mississippi.

The station is operating every day of the fair and at its close will be moved to Belmont, Calif. Call letters are W6XBE. It operates on 9530 and 15,330 kc. with 20,000 watts and is equipped with directional antennas designed by Dr. E. F. W. Alexanderson, pointed to the Far East and South America. It was installed under the supervision of Harold G. Towlson, GE engineer. Two 70-foot towers have been constructed atop the ferry terminal at Treasure Island.

EQUIPMENT of Associated Cinema Studios, Hollywood transcription concern, which recently went into bankruptcy, has been purchased by Cinematone Corp., producers of industrial films, recordings and short shorts. Equipment was appraised at $24,000. Company has leased the Associated studio building and will spend approximately $25,000 in renovating and rebuilding the present setup, according to Dr. G. K. Woodard, president and general manager. New mixers, recorders, lights and other apparatus will also be installed. W. P. Falkenberg is treasurer and sales manager of the new concern. John H. Marshall is secretary. Kenneth Alliston who took over management of the old Associated Cinema Studios upon resignation of Frank W. Purkett in late December, remains as studio manager of the recording division.

Buzalski Heads Video

THOMAS BUZALSKI, engineer in charge of NBC's television transmitter at the Empire State Building, New York, was incorrectly identified as a chauffeur-mechanic in the list of NBC and RCA personnel handling the recent television demonstrations in Washington [BROADCASTING, Feb. 15]. G. F. Hettick is the chauffeur- mechanic. BROADCASTING regrets the error.

GLENN D. GILLETT, Washington consulting engineer, has been awarded a contract by the Massachusetts State Police to erect two 225-ft. Truscon vertical radiators for the State police radio service. One will be erected at Framingham, replacing the one destroyed in the September hurricane. The other will replace an old-style antenna at the Bridgewater station. Contract also includes modernization and removal of the transmitter at Bridgewater.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has both the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

The Z NET

—covers Montana's largest metropolitan area—and Montana's capital city.

KGIR Butte NBC Affiliates KPFA Helena

RIGHT IN STEP...

You're right in step. That's what Advertisers say when you use "The Triumphant Trio Way" --- ITALIAN, JEWISH, POLISH --- for your forward march to sales in our important Foreign Language Market with its tremendous Buying power! So step right up and reserve your place NOW!

WPEN PHILA. 1000 WATTS

WM. PENN BROADCASTING CO.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 14 TO FEBRUARY 28, INCLUSIVE

Decisions . . .

FEBRUARY 15

MISCELLANEOUS — KTSW, Emporia, Kan., granted license new station 1370 kc 100 w D; KSEI, Pocatello, Id., granted license new equip.; KTBS, Shreveport, La., oral argument applic. change freq. etc. continued indefinitely.

FEBRUARY 17

MISCELLANEOUS — NEW, Patrick Henry Bcstg. Co., Martinsville, W. Va., granted petition intervene; WDAN, Northwestern Pub. Co., Danville, Ill., granted continuance; NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y., granted motion receive depositions; NEW, Copper Country Bcstg. Co., Hancock, Mich., granted order take depositions; WEAU, Eau Claire, Wis., granted motion amend applic. to 1-5 kw on 1050 kc.; NEW, Don Lee Bcstg. System, San Francisco, granted motion amend television applic.; NEW, Oregon Bcstg. System, Grants Pass, granted petition intervene; KLCN, Blytheville, Ark., granted petition for late appearance, also to continue hearing.

FEBRUARY 18

KOB, Albuquerque, N. M.—Granted extension temp. auth. 1180 kc 10 kw unl.; KEX, Portland, Ore., granted temp. auth. 5 kw; NBC, New York, granted temp. auth. transmit programs to Havana, Cuba.

FEBRUARY 20

WLW, Cincinnati—Denied rehearing on denial of extension of exp. auth. 500 kw.

KUMA, Yuma, Ariz.—License revoked for alleged false statements in renewal applic.

MISCELLANEOUS—KARK, Little Rock, Ark., granted amended CP increase N to 1 kw; WBEN, Buffalo, granted extension exp. auth. facsimile; NBC, granted auth. transmit programs to Havana; WMSD, Muscle Shoals City, Ala., granted dismissal without prejudice applic. transfer control; WORL, Boston, denied delay in decision re applic. increase power etc.; NEW, Hunt Bcstg. Assn., Greenville, Tex.; ordered to show cause why CP should not be revoked because of death of a partner; WDAN, Danville, Ill., granted reconsid. and grant without hearing applic. operate N, 100 w; KGCI, Coeur D'Alene, Idaho, retired to closed files and deleted call letters in applic. new station.

SET FOR HEARING—WPTF, Raleigh, applic. increase to 10 kw. etc; KRBC, Abilene, Tex., mod. license N to 250 w; W9XAK, Manhattan, Kan., television renewal, granted temporary license.

TEMPORARY RENEWALS — KFDM, WNAX, WSUN, KGBU, KUMA, KFDQ; MBS, Chicago, granted temp. extension auth. transmit programs to CKLW.

FEBRUARY 23

WKAC, San Juan, P. R.—Hearing on WKAQ and WNEL renewals etc. continued to 4-25-39.

FEBRUARY 24

MISCELLANEOUS — WHA, Madison, Wis., granted continuance hearing 60 days; NEW, Cabarrus Bcstg. Co., Concord, N. C. granted petition take depositions; WHDF, Calumet, Mich., granted continuance hearing, along with applic. Copper Country Bcstg. Co., Hancock, Mich.; KFJZ Fort Worth, granted order take depositions; NEW, Spartanburg Adv. Co., Spartanburg, S. C., granted petition take depositions; NEW, Birney Imes, Columbus Miss., granted dismissal without prejudice applic. CP; KOVC, Valley City, N. D., granted petition file appearance; WRDO, Augusta, Me., denied reopening hearing renewal applic.

FEBRUARY 25

WMAQ, Chicago—Continued hearing on renewal to 5-1-39.

WLAC Nashville—Continued hearing indefinitely on applic. 50 kw.

FEBRUARY 27

NEW, World Wide Bcstg. Corp. Norwood, Mass.—Granted CP international station 20 kw.

NEW, John V. L. Hogan, New York—Granted CP high-freq. 1 kw. frequency modulation.

NEW, WBNS Inc., Columbus—Granted CP facsimile.

WAAW, Omaha—Granted consent assign license to World Pub. Co. (McNinch, Walker voting No).

KWKH, Shreveport, La.—Granted mod. exp. auth. move trans. to increase power to 50 kw 1100 kc directional N.

WCLE, Cleveland—Granted regular renewal.

SET FOR HEARING—KUSD, Vermillion, S. D., renewal license; KINY, Juneau Alaska, change 1430 kc 250 w to 740 kc 1 kw; NEW, John R. Pepper, Greenville, Miss., CP 1310 kc 100-250 w unl.; NEW, Gazette Co., Cedar Rapids, Ia. CP 1420 kc 100 w unl.

MISCELLANEOUS — KOY, Phoenix, Ariz., order entered setting aside order of 12-12-38 denying KOAC motion to reopen hearing; reopened hearing, amended order of 1-30-39 and denied motion of Salt River Valley Bcstg. Co. and granted motion of Oregon State Agri. College; KNOW Austin, Tex., retired applic. mod. CP.

FEBRUARY 28

MISCELLANEOUS — WTAR Norfolk, Va., granted license increase D power; KVWC, Vernon, Tex., granted license new station 1500 kc 100 w unl.; WTCN, Minneapolis, granted license change equip.; WAWZ, Zarephath N. J., granted license increase N to 1 kw directional.

Applications . . .

FEBRUARY 14

King-Trendle Bcstg. Corp., Detroit — Extension auth. transmit programs to Canada.

WBRE, Wilkes-Barre, Pa.—Mod. license N to 250 w.

WKRC, Cincinnati—Mod. license D to 5 kw.

WFOR, Hattiesburg, Miss.—CP increase D to 250 w.

KGIR, Butte, Mont.—Mod. license N to 5 kw.

FEBRUARY 17

CBS, New York—Auth. transmit programs to Cuba.

NEW, Crosley Corp., Cincinnati—CP television station.

WROL, Knoxville, Tenn.—Mod. CP new trans, re antenna and equip.

NEW, Owen Franklin Neel, Eaton, Col. —CP television 50 w.

NEW, Western Bcstg. Co., Cheyenne, Wyo.—CP 1210 kc 100-250 w unl.

FEBRUARY 21

NEW, Wichita Bcstg. Co., Wichita Falls, Tex.—Denied motions for rehearing of new station grant.

WCOP, Boston—Denied mod. license to 1130 kc. ltd.

NEW, Food Terminal Bcstg. Co., Cleveland—Denied CP 1500 kc 100 w D.

NEW, WBEN Inc., Buffalo—Facsimile.

WTIC, Hartford—CP directional N.

NEW, World Peace Foundation, Abraham Binneweg Jr., Oakland—CP international station 5 kw.

FEBRUARY 24

NEW Neptune Bcstg. Corp., Atlantic City—CP 1500 kc 100-250 w unl.

WKBO, Harrisburg, Pa.—Auth. transfer control to J. H. and John F. Steinman.

NEW, Tom M. Bryan, Ft. Lauderdale, Fla.—CP 1370 kc 100-250 w unl.

KMA, Shenandoah, Ia.—CP new antenna move trans.

WMRO, Aurora, Ill.—License new station.

KELO, Sioux Falls, S. D.—License increase D power.

WEMP, Milwaukee—License increase D power.

KRBM, Bozeman, Mont.—Mod. CP re trans. site.

NEW Mollin Investment Co., Palm Springs, Cal.—CP 1200 kc 100 w D.

FEBRUARY 25

NEW North Shore Bcstg. Co., Salem, Mass.—CP 1200 kc 100 w unl.

WSGN, Birmingham, Ala.—Mod. license N to 250 w.

WEAU, Eau Clair, Wis.—CP increase 1 to 5 kw.

Common Antenna Analyzed by RMA

USE OF a single radiator for the operation of two or more stations, appears to be conducive to the development of cross-modulation interference, it is contended by the Engineering Department of the Radio Manufacturers Association, after an investigation in Seattle.

Bringing out that a technical study of interference conditions in Seattle was undertaken last fall by Lawrence C. F. Horle, consulting engineer, with the assistance of local Seattle engineers, RMA said that it disclosed definitely the presence of spurious frequencies from the locations of KOMO and KJR in Seattle, which use a common antenna. Signals of KOL, located in the same area, likewise are affected, it said.

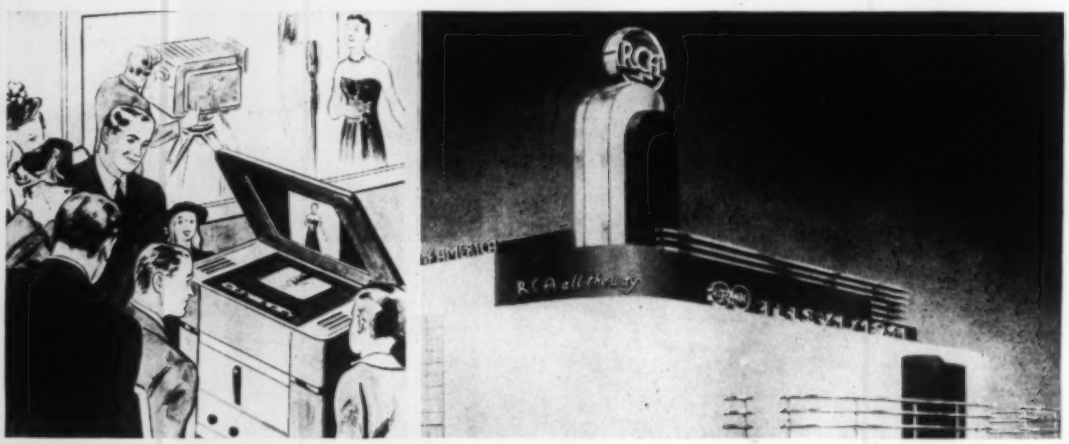
The conditions reported, it was stated, "argue strongly against the simultaneous use of a common radiator for the operation of two stations because cross-modulation difficulties occur largely where the high field strength areas of two or more stations coincide and because the use of a common radiator by two or more transmitters inevitably results in complete coincidence of the fields of the transmitters."

Cross Talk Problem

Regarding the field strength of the spurious radiations, RMA stated that while they are far less than those of the signals on the assigned frequencies of the two stations, "a modern broadcast receiver will easily accommodate such a range of signals." The survey further showed, it was stated, that spurious radiations from the transmitter location are small as compared to those from other sources.

The report claimed that a cross-talk condition of this nature is "quite beyond control of the radio receiver industry since there is no expedient known at this time for alleviation of this condition through receiver design." Districts having overhead wiring may show a much higher susceptibility factor on cross-modulation than those having underground wiring, it was stated.

The report further showed that cross-modulation exists between three closely positioned transmitters — KOL, KOMO and KJR — which are located in approximately the same area in Elliott Bay.



TELEVISION'S first public proving ground is to be New York when the World Fair starts there April 30 [BROADCASTING, Feb. 15] but it is making a sort of preliminary debut at San Francisco's Golden Gate Exposition where RCA has erected this building which includes a television studio and viewing room. As illustrated here, guides direct visitors to the television studio where they may stand before the Iconoscope and are seen and heard by other visitors on Kinescopes in an adjoining room while also being visible through a glass window. Transmission is via wires from room to room, since RCA-NBC are still concentrating their shortwave transmissions in New York where the telemobile units are to be kept for that fair. Exhibit drew an opening-day audience of over 12,000 persons, RCA reports. It was estimated that one out of every 12 persons in the crowd of 150,000 visitors to the entire Fair saw and heard the television broadcasts in the reception room of the RCA studio, while inside crowds filed before the lens of the camera at the rate of 15 persons-per-minute for 12 hours, to watch the demonstration of video transmissions.

RCA's Radio Toy

FOR the scientifically inclined youngster RCA has introduced two new items to the toy trade—an electronics kit and sound effects kit. The kits were displayed at the annual preview of toy wholesalers in New York in February. The electronics kit may be used to build radio sets and p. a. systems; the sound effects package contains devices similar to those used by NBC sound effects engineers.

Network Accounts

All time EST unless otherwise indicated.

New Business

BATHASWEET Corp., New York (Bathasweet), on Feb. 27 started *Quin Ryan's News Commentary* on 2 MBS stations (WGN, WHK), Mon., Wed., Fri., 12:30-12:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on April 4 starts NBC show *Fibber McGee* for 52 weeks over the 28 stations of the CBC national network, except Quebec Province. Agency: Needham, Louis & Brorby, Chicago.

FORD DEALERS of Southern California, Los Angeles, on Feb. 24 started for 13 weeks *Let's Go Hollywood* on 7 Southern California Don Lee network stations, Fri., 8-8:30 p. m. Agency: McCann-Erickson, Los Angeles.

R. L. WATKINS Co., New York (Dr. Lyons tooth powder), on Feb. 20 started *Orphans of Divorce* on 34 NBC-Blue stations, Mon., 7-7:30 p. m., replacing *Alias Jimmy Valentine*, and at the same time adding 11 stations to the network. Agency: Blackett-Sample-Hummert, N. Y.

DOMINION RUBBER Co., Toronto (tires), on Feb. 22 started the CBS show *99 Men and a Girl* on CFRB, Toronto, and CKAC, Montreal, regular CBS Canadian outlets. Agency: MacLaren Adv. Co., Toronto.

RALSTON-PURINA Co., St. Louis (Shredded Ralston), on March 14 starts *The Inside Story* on 62 NBC-Blue stations, Tues., 8-8:30 p. m. Show is aired in East on 31 NBC-Blue stations at 8 p. m., repeat broadcast in West on 31 NBC-Blue stations 10:30-11 p. m. Agency: Gardner Adv. Co., St. Louis.

WAITT & BOND, Newark (Yankee cigars), on Oct. 3 starts *Eddie Casey's* football talks on 16 Yankee stations, Tues., Thurs., and Sat., 6:15-6:30 p. m. Agency: BBDO, N. Y.

WAITT & BOND, Newark (Yankee cigars), on March 28 starts *Fred Hoey* sports program on 16 Yankee stations, Tues., Thurs., and Sat., 6:15-6:30 p. m. Agency: BBDO, N. Y.

RICHMAN BROTHERS, Cleveland (men's clothing), on Feb. 27 started *Front Page Parade*, dramatized news featuring Peter Grant, on MBS (WLW WGN KSTP KXOK WHK WSPD WCAE), Mon., Wed., Fri., 6:30-6:45 p. m. CST. Agency: McCann-Erickson, Cleveland.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on March 6 starts *Manhattan Mother* on 10 CBS stations, Mon. thru Fri., 9:15-9:30 a. m. Agency: Pedlar & Ryan, N. Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on April 2 renews *Hollywood Playhouse* on 72 NBC-Blue stations, Sun., 9-9:30 p. m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on April 2 renews *Walter Winchell* on 31 NBC-Blue stations, Sun., 9:30-9:45 p. m. Agency: Lennen & Mitchell, N. Y.

WARD BAKING Co., New York, on March 27 renews *Jane Arden* on 14 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a. m. Agency: Sherman K. Ellis, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on April 5 renews *Kay Kyser's College of Musical Knowledge* on 90 NBC-Red stations, Wed., 10-11 p. m.; on Feb. 18 added KGGM KARM KDAL WMFG WHLB. Agency: Lord & Thomas, N. Y.

Ad Club Campaign

CAMPAIGN of public education in the economics of advertising has been started by the Advertising Club of New York through its special activities committee, and a speakers bureau is to be recruited from prominent members of the club, the Alumni Assn. of the Advertising and Selling Course, and the Assn. of Advertising Men. On the radio committee, headed by Sam G. Wingfield, president of Sam G. Wingfield Associates, who also is general chairman of the special activities committee, are Henry Obermeyer, assistant vice-president of Consolidated Edison Co. of New York, and Edgar Kobak, vice-president of Lord & Thomas.

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on March 31 will renew *Kate Smith Noonday Chats* on 14 CBS stations, Tues., Thurs., and Sat., 12 noon to 12:15 p. m. Agency: Benton & Bowles, N. Y.

S. C. JOHNSON Co., Racine, Wis., (floor-wax), on April 11 renews for 52 weeks *Fibber McGee & Molly* on 76 NBC-Red stations, Tues., 9:30-10 p. m. Agency: Needham, Louis & Brorby, Chicago.

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer) on Feb. 1 renewed for 62 weeks *Newspaper of the Air* on 25 Pacific Coast Don Lee network stations, Mon. thru Sat., 9-9:15 p. m. Agency: Associated Adv. Agency, Los Angeles.

Network Changes

MENNEN Co., Newark (shaving cream), on Feb. 19 added WOL and KWK to outlets for *People's Rally*, now heard on 11 MBS stations, Sun., 3:30-4 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

STANDARD BRANDS, New York (Royal desserts), on March 16 switches *Rudy Vallee* on NBC-Red from New York to Hollywood.

P. LORILLARD Co., New York (Old Gold cigarettes), on April 23 switches CBS *Melody & Madness* from New York to Hollywood.

QUAKER OATS Co., Chicago on March 4 switches *Quaker Party* on NBC-Red network from New York to Hollywood for six weeks or more, using Freddie Rich's orchestra.

SWIFT & Co., Chicago (Sunbrite cleanser), on March 2 moves *Sunbrite Smile Parade* from Fri. mornings to Thurs., 3-3:30 p. m., CST, on 51 NBC-Blue stations with delayed broadcast at 11:30 a. m., CST. Fri. on KFBK. KMJ. KERN. KWG. Show originates in Chicago. Agency: J. Walter Thompson Co., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon cigarettes), on March 11 changes time on 70 NBC-Red stations from Sat., 7-7:30 p. m. to 8-8:30 p. m with a rebroadcast at 12 m.

LEVER BROS., Cambridge, Mass. (Lifebuoy), on March 21 replaces Al Jolson with Dick Powell on CBS.

ANACIN Co., Jersey City (headache pills), on March 14 drops KOA and KDYL and adds Southern, Southwestern, and Mountain Group for *Easy Aces*, on NBC-Blue.

No Tongue Twisters

A PLAN has been announced by the Royal Blue Line Motor Tours Co. to christen its buses with the names of many of radio's big-name stars before the opening of the New York World's Fair. The flag bus of the fleet will be called *Benny Goodman World's Fair Express*, while others will be named after such stars as Orson Welles, Bob Hope, Gracie Allen, Edgar Bergen and Charlie McCarthy, Paul Whiteman, Bob Burns, etc.

Milwaukee Journal Takes Annual Listeners Poll

CHARLIE McCARTHY and Edgar Bergen topped the list as favorite comedians and conductors of the best-liked radio program in the ninth annual listener poll of the *Milwaukee Journal*, recently completed. With Jack Benny running second to McCarthy-Bergen, another comedian, Bob Hope, was named "brightest new star in 1938". Don Ameche, Bing Crosby and Rudy Vallee were top choices as masters-of-ceremonies, with Kay Kyser succeeding Wayne King as favorite dance band.

Bing Crosby was named most popular male star, while Deanna Durbin, Kate Smith and Dorothy Lamour led the women. For the eighth year Russ Winnie, sports commentator of WTMJ, Milwaukee, led Bob Elson and Ted Husing, while Nancy Grey, also of WTMJ, was chosen top woman commentator for the seventh straight season. *Lux Radio Theater* and *One Man's Family* led other dramatic programs. Don Wilson, Ken Carpenter and WTMJ's Bob Heiss led the field of ten in the studio announcers' classification, and male concert artists were led by Nelson Eddy, Richard Crooks and Lawrence Tibbet, while Jeannette MacDonald, Grace Moore and Lily Pons led feminine singers. Other winners included the Andrews Sisters, harmony singers; New York Philharmonic, symphony orchestras; *Vice and Sade*, serials; *Lone Ranger*, children's programs; Boake Carter, commentators; Dave Rubinoff, instrumentalists, and Len Salvo, organists.

Gruen Watch Spots

GRUEN WATCH Co., Cincinnati, on April 3 will start six daily time announcements on WEAF, New York, and plans to use several additional stations later this spring. The time signals will be broadcast seven days a week on a 52 week contract. The company will also sponsor *Calling All Cars*, a serial program released through Tested Radio Productions, New York, on WSYR, Syracuse, Sundays, 7:30-8 p. m., starting March 26. McCann-Erickson, New York, is the agency in charge.

What the Students Like in California

POLL of the 1,700 students of Pasadena, Cal. Junior College, conducted Feb. 17 by William Michael, student, placed the *Jack Benny* program as the favorite in all categories, *Chase & Sanborn Hour* as favorite variety show, *Ford Sunday Evening Hour* as favorite classical music program, *Kay Kyser* as favorite popular music program, *Lux Radio Theatre* as favorite dramatic program, and *Prof. Quiz* as favorite educational program.

The voting, which the conductor of the poll believes furnishes a cross-section of California student appeal, was as follows by percentages:

FAVORITE PROGRAM OF ANY KIND—Jack Benny, 16.59; Chase & Sanborn Hour, 11.32; One Man's Family, 9.1; Lux Radio Theatre 7.89; Kay Kyser's Kollege, 7.43; Orson Welles' Mercury Theatre, 3.97; Your Hit Parade, 3.45; Fred Allen's Town Hall, 3.38; Kraft Music Hall and Good News of 1939, tie, 3; Robert Benchley, 2.6.

FAVORITE VARIETY AND COMEDY SHOW—Chase & Sanborn Hour 25.54; Jack Benny, 25.48; Kraft Music Hall, 7.6; Good News of 1939, 6.9; Fred Allen, 5.75; Bob Hope, 4.28; Kate Smith Hour, 3.64; Fibber McGee, 3.13; Major Bowes, 2.49; Robert Benchley, 2.49.

FAVORITE CLASSICAL MUSIC PROGRAM—Ford Sunday Evening Hour, 49.27; Standard Symphony, 15.42; Voice of Firestone, 13; New York Philharmonic, 7.18; Metropolitan Opera, 7.18; Magic Key of RCA, 1.74; Nelson Eddy (Chase & Sanborn Hour) 1.74; NBC Symphony, 1.55.

FAVORITE POPULAR MUSIC PROGRAM—Kay Kyser, 25.46; Your Hit Parade, 22.15; Benny Goodman, 14.53; Artie Shaw, 10.52; Tommy Dorsey, 4.91; Guy Lombardi, 2.77; Andre Kostelanetz, 1.94; American Music Album and Skinnay Ennis tie, 1.87; Paul Whiteman, 1.52; Phil Harris, 1.38.

FAVORITE DRAMATIC PROGRAM—Lux Radio Theatre, 36.31; One Man's Family, 15.67; Orson Welles, 15.45; Big Town, 6.58; First Nighter, 6.37; Woodbury's Hollywood Playhouse, 4.37; Gang Busters, 1.94; Calling All Cars, 1.87; Silver Theater, 1.66.

FAVORITE EDUCATIONAL PROGRAM—Prof. Quiz, 34.94; March of Time, 12.84; Cavalcade of America, 11.85; Information Please, 9.01; We the People, 8.15; CBS American School, 4.94; World Is Yours, 3.21; American Town Meeting, 2.96; Dorothy Thompson, 1.36; Edwin C. Hill, 1.36.

Lambert in Canada

LAMBERT PHARMACAL Co., St. Louis (listerine), through Lambert & Feasley, New York, has taken 130 quarter-hour transcribed episodes of the *Charlie Chan* detective series from Irving Fogel Radio Productions, Hollywood, for release on 15 or more Canadian stations starting March 5.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
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FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

KSD Seeks Shift To Get Full Time

Would Give Present Channel To KXOK and Use 630 kc.

IN AN unusual petition for "relief", KSD, *St. Louis Post-Dispatch* station, on Feb. 28 filed with the FCC a request for what amounts to a junior reallocation of stations which would place KSD on the 630 kc. channel with full time, and shift KXOK, *St. Louis Star-Times* station, to KSD's present time-sharing assignment on 550 kc.

The effect of the petition is to request a reversal of the applications filed in January by KXOK, under which there would be a three-station shift placing the *Star-Times* station on a full-time 630 kc. assignment. In its application, KXOK asked for the full-time 630 assignment in lieu of its present assignment on 1250 kc., on which it began operation last fall. Simultaneously, KFRU, Columbus, Mo., also owned by the *Star-Times*, filed for assignment on 1370 kc., as a local, in lieu of its present part time operation on 630 kc. At the same time WGBF, Evansville, filed for KXOK's assignment on 1250 kc., in lieu of its 630 kc. part-time assignment.

Precedent Cited

The KSD petition requests that KSD be given 630 kc. with 1,000 watts night and 5,000 watts day; that KFUO, Lutheran station in St. Louis with which KSD shares time, retain its present 550 kc. assignment, sharing with KXOK; that KFRU and WGBF be given the same assignments requested in their pending applications.

The petition, filed by Paul M. Segal, George S. Smith and Harry P. Warner, KSD counsel, contends the FCC is authorized to make such an allocation under the law and that it has precedent for it in several cases. A request for a hearing on the petition was made. It is contended that KSD, operating since 1922, is the logical station for the full-time assignment, and recites at length the efforts to which it has gone in seeking full-time.

Apropos the *Star-Times* and related applications for the frequency shifts, it is contended that none of them reveals whether there is any understanding or contract among the parties, oral or written, involving payment to any of the parties for the proposed changes. The applications, it was alleged, "trade the affected frequencies as though they were the property of and under the control of the licensees rather than the subject of assignment by the Commission under conditions to produce the maximum public service and benefit."

In citing other reasons for the assignment of 630 kc. to KSD, the petition alleges that KXOK has not made good its promises of program service since it began operation last fall, and should not be advanced to the occupancy of the "most desirable regional frequency available for the service of the St. Louis area". Particular reference was made to the testimony of J. Bill Williams, proposed program manager of KXOK at the time of the hearing on the application. It was brought out that the same individual appeared in several other cases involving new station applications, and that he had testified that he solicited the business of applicants for new radio facilities.

The only basis on which KXOK preference for the 630 kc. assignment could rest, the petition concluded, "would be a claim on the part of KXOK that it had purchased through a subsidiary corporation the 630 kc. frequency and that it desires to assert a property right to that frequency against the regulatory power of the United States, which of necessity implies full duty on the part of the Commission to assign the frequencies upon the basis of merit and priority in the public service."

Late Personal and News Notes

EARLE J. FREEMAN has announced his resignation as vice-president of the Kellogg Co. and Kellogg Sales Co., Battle Creek, Mich., effective at once. With the firm for nearly 24 years, Mr. Freeman served as advertising manager from 1925 until early in 1938, since when he has been in charge of merchandising and field promotion. He was elected to the board of directors in May 1932, and was named a vice-president a year later.

GUY MEAD is now field representative for the programs division of Walter Biddick Co., Los Angeles, succeeding T. N. Turner, who has joined Davis & Schwegler.

ROBERT F. CROWELL, formerly with Schwabacher-Frey Printers, has joined the sales staff of KRE, Berkeley, Cal.

E. P. H. JAMES, NBC sales promotion director, on Feb. 27 addressed the advertising class conducted by Advertising Women of New York. The meeting was held in the NBC studios.

ADELINE DALLMEYER has joined KWOS, Jefferson City, Mo., as continuity writer and secretary to Program Director John Corrigan.

PHILIP BARRISON, dramatic director of WMCA, New York, and Milton Lewis, staff dramatist, re-signed with the station on long-term contracts, effective Feb. 27.

VANCE BABB, NBC press department manager, has returned from a three weeks' trip to the West Coast.

LAMBDIN KAY, manager of WSB, Atlanta, addressed the Georgia College Press Assn. Feb. 24 on "Journalism and Radio".

PHILIP L. BARBOUR of NBC's International Division, on March 2 will give a talk, analyzing European attempts to undermine the Good Neighbor policy, at a luncheon meeting of the Export Advertisers Association at the Hotel Astor, New York.

HAL WOLF, for eight years sportscaster and special events announcer of KOMO-KJR, Seattle, has joined the NBC announcing staff in San Francisco.

NEEDHAM & GROHMANN, New York agency, on March 4 moves to 630 Fifth Ave., International Bldg., Rockefeller Center.

HAMILTON Z. PALMER, of the CBC Toronto traffic department, has been loaned for two months to Metro-Goldwyn-Mayer, to act as technical adviser at Hollywood for the production "Hands Across the Border" in which he will advise on life at Canada's West Point, Royal Military College, Kingston, Ont.

KNOX MANNING, CBS Hollywood news commentator, has just completed a three-way job in connection with the Douglas Corrigan film. "The Flying Irishman", at RKO. Manning wrote narrative for the film, served as commentator and appears as a member of the cast.

KFNF, Shenandoah, Ia., has appointed Wythe Walker as representative. Management of the station was taken over last month by M. H. Petersen and Jesse Kaufman [BROADCASTING, Feb. 15].

LARRY MAILES, formerly of the *Little Rock Arkansas Democrat*, has joined the sales staff of KARK, Little Rock. Bennie Craig, formerly of KLRA, has joined KARK as sportscaster.

ADAM HAT STORES, New York (chain hatters), on March 3 will sponsor another in its series of Friday evening prize fight broadcasts when NBC sports announcers Sam Taub and Bill Stern describe the battle between Buddy Knox and Nathan Mann on 37 NBC-Blue stations. Glickman Adv. Co., New York, handles the account.

RAYDENCE Inc., New York, has re-appointed the Raymond Levy Organization, New York, to handle advertising for its liquid beautifier, and on Feb. 26 started a test campaign for 13 weeks of thrice weekly participation in Polly Shedlove's *Polly the Shopper* program on WHN, New York.

PEP BOYS, auto accessories chain, on March 8 takes over sponsorship of *Dawn Patrol*, heard six days weekly, 1-6:45 a. m., on WIP, Philadelphia. The time-block of 34½ hours weekly is claimed to be the largest sale of its kind made in Philadelphia. Under Fred Wood, the feature presents music, news, and weather and temperature reports.

WHITE PACKING Co., Salisbury, N. C., has returned to the air after a four-year absence with 12 spot announcements weekly on WSTP, Salisbury. J. Carson Brantley Adv. Agency, Salisbury, handles the account.

GRAPEVINE Milling Co., Grapevine, Tex., has signed for a series of 13 five-minute programs over KGKO, Fort Worth, to feature the "Manamar" ingredient in its poultry and cattle feed. Program is known as the *Jolly Millers* and is presented on early morning time. Account is handled direct.

RADIO is carrying the chief load in the promotion campaign introducing Frostkist Ice Cream Co.'s new packaged ice cream to the Portland, Ore., market, with Roscoe W. Segar, Portland agency, placing the spot campaign over KGW, KEX and KOIN.

POLICYHOLDERS Advisory Council, New York, which has been running a campaign of quarter-hour programs, two to 14 times weekly, on eight stations in the New York area, has added WCNW, Brooklyn, WLAW, Lawrence, Mass., and WFEA, Manchester, N. H., to the list, which includes WMCA WNEW WINS WAAT WHOM WARD WWRL WBNX. Programs, live and transcribed, consist of discussions of the company's service as an insurance consultant. R. J. Roberts Agency, New York, handles the account.

LOOSE-WILES BISCUIT Co., Long Island City, on March 6 will start sponsoring a quarter-hour daily program of local news on WJSV, Washington. Reginald Allen, staff announcer of the station, will be the commentator. Newell-Emmett Co., New York, handles the account.

R. L. WATKINS Co., New York (Dr. Lyons toothpaste), on Feb. 27 started its fifth year of *Backstage Wife*, dramatic serial heard five days weekly on NBC-Red network. Blackett-Sample-Hummert, New York, handles the account.

IRVING CAESAR, song-writer and originator of the juvenile "safety song" series featured on Rudy Vallee's program last season, on March 2 will start a new campaign to make children more safety conscious with a series of quarter-hour weekly programs on WMCA, New York.

Rural Ownership Survey Published

Joint Committee Tabulations Show Family Home Habits

PUBLICATION of the Joint Committee *Study of Rural Radio Ownership and Use in the United States* was completed Feb. 23 with the release of Section 4, containing 85 pages of statistical data on which the conclusions and general tabulations [see BROADCASTING *1939 Yearbook*] contained in the first three sections were based. Major part of the volume is devoted to a study of family availability by hour periods of the average weekday, Saturday and Sunday, for all rural residents broken down first by time zones, then by residence on farms or in villages, and finally by adults, adult males, adult females, girls from 12 to 18, boys from 12 to 18, and children from 5 to 12, each sex and age group being analyzed according to day, hour and residence.

Because listening habits are the result of both family home habits and program appeal, the investigators felt it desirable "to find out not only when rural listeners listen, but also when they are in a position to listen, that is, when they are 'at home and awake'." Results show that throughout the country, at all hours from 9 a. m. to 10 p. m., Monday through Friday, people are "at home and awake" in two-thirds or more of all rural radio homes, with the peak hour being 7 to 8 p. m. (EST) when 94.5% of rural families are available. Peak for adult availability is between 6 and 7 p. m. in all time zones except the Pacific, where the peak comes two hours later. Other peaks occur from 7 to 8 a. m. and at the noon hour in all time zones.

Results are presented with the reservation that "so many farming occupations center around the barns and the homestead itself that members of the family may well be 'at home' without necessarily being fully accessible to the radio."

Table on location of receiving sets within the home shows that of all sets 75.7% are located in living rooms, 10.4% in dining rooms, 7.5% in bedrooms, 4.6% in kitchens, 0.5% in dens, libraries and game rooms, and 1.3% elsewhere. Second and third sets are located principally in bedrooms.

Study was sponsored and published jointly by CBS and NBC.

WEAF-WJZ Spot Sales

MAURICE M. BOYD, NBC eastern spot sales manager, has announced that since the first of the year the Eastern Division of NBC spot sales had signed up nine new accounts on WEAF and WJZ, New York. Accounts are: Modern Food Process Co., Philadelphia; Revlon Nail Enamel Co., New York; Borden Co., New York (Reid's ice cream); Chas. B. Knox Gelatine Co., Johnstown, New York; Breakstone Bros. Inc., New York; W. L. Douglas Shoe Co., New York; Scott Paper Co., Chester, Pa.; Gruen Watch Co., Cincinnati; Morris Plan Industrial Bank of New York.

XUM

Authors! Authors!

To write continuity the WLW way requires a minimum of 10 full time continuity writers . . . experienced, talented men capable of creating all types of radio scripts. And because their writing is better than average . . . they have contributed greatly to making the phrase..."produced in the studios of the Nation's Station" the hallmark of outstanding radio production . . . the reason WLW is the only winner of TWO Variety Showmanship Awards for program originations.

LATHAM OVENS

EDWARD CARDER

DOUGLAS MUSSINON

ROBERT MONROE

JACK C. WILSON

VAN WOODWARD

DERICK WULFF

...these things too, we think are part of the story of WLW

XUM

A LARGE STATION SPEECH INPUT SYSTEM THAT'S *Ideal* FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM *at low cost!*

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

ADVANCED FEATURES!

Conveniently located operating controls... Separate talk-back microphones with interlocked switching to studios or remote lines... Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized... Rugged mechanical construction with hinged chassis for greater accessibility... Switches for quick connection of complete emergency amplifying channel... Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue... Plate current metering for checking of tubes in program channel... Attractive 2-tone umber gray finish—modern functional design... Factory wired, tested, and guaranteed, this equipment also offers many other features.

• • •

Use RCA tubes in your station—for quiet, reliable performance

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